Americas Business Forum MyExports.com Information Technology Tool

EXPORT America

February 2001 Volume 2 Number 4
http://exportamerica.doc.gov

THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS

Asian Markets:

Export Opportunities in Autos, Information, and Environmental Technology

ADVERTISEMENT

Benefit from the World's Largest Housing Market!

Participate in NAHB's 2nd International Conference

WORLD FOCUS ON HOUSING: CHINA

November 7- 8, 2001
Shanghai International Trade Center

Exhibit at the

NAHB/USA BUILDING TECHNOLOGY PAVILION

at the *Building Shanghai 2001 International Exposition*
November 6-9, 2001
International Exhibition Center, Shanghai
Certified Trade Fair of the U.S. Department of Commerce

NAHB's 2nd International Conference World Focus on Housing: China targets the largest housing market of the world – 1.2 billion people.

Shanghai, the Host City of the conference is the epicenter of the economic boom in China. In 1999, 30 percent of the new homes were sold in this area. The city also hosts the Building Shanghai 2001 exhibition, one of the largest annual international trade events for the construction industry in China. The NAHB's conference that is co-located with the trade event provides unparalleled benefits to international participants. In addition, professional meetings, visits to building sites and tours to historic places are planned both in Shanghai and Beijing as an extension of the conference program.

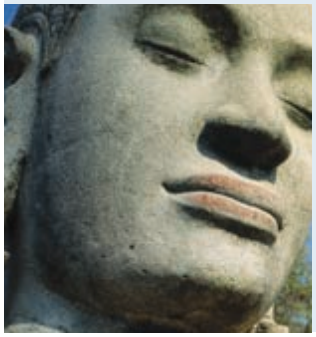
The special NAHB/USA Building Technology Pavilion at the Building Shanghai 2001 exhibition is certified by the U.S. Department of Commerce Trade Fair Certification Program that provides year-around, on-going promotion worldwide and comprehensive on-site assistance to U.S. participants. Exhibition booth packages are available, but space is limited and space reservations are made on a first come – first served basis.

For more information on participation at the conference, exhibition and sponsorship, please contact Katalin Vaughan, Director of International Affairs at Tel: (202) 861-2179, Fax: (202) 822-0496 or Email: kvaughan@nahb.com or Patrick Smeller, Forest Products & Building Materials Division, ITA Tel: (202) 482-0133 or Email: Patrick_Smeller@ita.doc.gov.

CONTENTS

EXPORT America
THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS
February 2001 Volume 2 Number 4 http://exportamerica.doc.gov

NEW OPPORTUNITIES



Asian Markets
Thailand's Auto Market 18
by Davis Gossack
Information Technology Market Analysis 20
by Tu-Trang Phan, John Henry, Raymond Cho and Daniel Edwards
Environmental Exports to Vietnam 22
by George Litman

GLOBAL NEWS LINE

Briefs on Brazil, Canada, Korea, Macau, Indonesia, Australia and Pakistan 4
Prepared with the assistance of the U.S. & Foreign Commercial Service

SUCCESS STORIES

Laying a Foundation for Exports: Construction Supplier "Nails" China Market 6
by Erin Butler

NEWS FROM COMMERCE

MyExports.Com 8
by Chris Larson and Vanessa Bachman

Matchmaking in Milano: U.S. Internet Firms Find Italian Clients 10
by Jay Field and Nicoletta Pastiglione

A Hemispheric View: The Americas Business Forum 12
by Maria Cameron

TECHNICAL ADVICE

ASK THE TRADE INFORMATION CENTER — 14
Export Control Classification Number (ECCN)
by Luke Daniel Rollins

Does Your Company Need ISO 9000 Certification? — 16
by Frank Woods

INSIDER'S CORNER

Trade Events Schedule: Upcoming Trade Events, February – July 2001 — 24
Prepared with the assistance of the U.S. & Foreign Commercial Service.

A Look at U.S. Exports — 28
Prepared by the Office of Trade & Economic Analysis, Trade Development

INTERNET MARKETING

The Information Technology Management Planning Tool — 34
by Jack McPhee, Timothy Miles, Tu-Trang Phan, and Raymond Cho

COVER BY DANIEL STAFFORD

U.S. DEPARTMENT OF COMMERCE
International Trade Administration

Donald L. Evans
Secretary of Commerce

Timothy J. Hauser
Acting Under Secretary
for International Trade

Patrick Kirwan
Acting Director of Public Affairs

Cory Churches
Editor

John Ward
Contributing Editor

Margaret Kammeyer
Editorial Intern

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

Annual subscription rate is $65. All subscription inquiries should be sent to the Government Printing Office, Superintendent of Documents, Mail Stop: SSOM, Washington, D.C., 20401. Tel: (202) 512-1800

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

Researching markets for export potential is one of the most important first steps to effectively completing an international transaction.

In researching market opportunities, regional research can help you narrow your choices. As businesses look to expand their markets overseas, it is likely that certain regions are more receptive than others. When formulating a strategic international plan, companies can evaluate the opportunities of a region and then look at a particular country as an entry point to the entire region.

Focusing on the beginning step, market research, our feature article looks at three export opportunities in Asian markets: automobiles in Thailand, information technology across Asia and environmental technology in Vietnam. Markets can be seen in blocks of countries, such as ASEAN (Asia), the EU (Europe), MERCOSUR (Latin America), NAFTA and the CBI (Caribbean Basin) countries. There are similarities in cultural preferences, restrictions to markets of specific imports and similar methods of conducting business among countries in these regions. Selecting a country within a region that is more accessible to exports because of lower barriers to entry and greater potential for access to the rest of the region, is a good strategic decision for exporters with a long term plan.

In addition to our feature, there is guidance for exporters to determine if their product requires an export license (Ask the TIC), an explanation of the benefits and process of becoming ISO-9000 certified (News from Commerce) and news about an innovative, free tool to help small and medium companies determine their information technology usage (Internet Marketing).

Next month we will look at export opportunities in Southern Italy and how to register trademarks in foreign countries. Until then, good luck in your exporting endeavors and contact us with any comments or suggestions (Export_America@ita.doc.gov).

Cory Churches

Cory Churches
Editor

GLOBAL NEWS LINE

BRAZIL

Brazil's Federal Savings Bank (CEF) imposes restrictions for financing of construction that does not use brick and concrete, and thus are considered by CEF as "non-conventional" construction methods. This barrier affects not only U.S. companies, but also Brazilian companies that provide such technologies. CEF is the largest long-term financing source for the residential building segment in Brazil, accounting for 80 percent of Brazil's real estate financing.

The Brazilian Association for Technical Standards (ABNT) has drafted standards for steel-framed construction including galvanized and non-galvanized steel parts and structures for residential and commercial buildings. With new standards in place, trade contacts believe that CEF will approve financing for steel-framed construction methods. For more information regarding Brazilian construction standards, contact the Sao Paulo office via Email: Sao.Paulo.Office.Box@mail.doc.gov.

CANADA

Canada's market for natural health products is rapidly growing. The number of herbal supplement users in Canada, for example, has tripled during the past three years. This situation has led Canadian health authorities to develop a new regulatory framework with the creation of the Office of Natural Health Products that controls the quality and safety of these immensely popular products. U.S. and Canadian companies are competing for the lion's share of this market, which should exceed $1 billion by 2003. For more information on developing export business opportunities, please contact Commercial Specialist Pierre Richer at the U.S. Consulate in Montreal. Tel: (514) 908-3661 or Email: Pierre.Richer@mail.doc.gov.

Any U.S. company that collects personally identifiable information on Canadians should be aware of new privacy legislation in Canada, which went into effect on January 1, 2001. Under the law, consent is required to collect, use, or transfer information on individuals, or to use the information for other than the original purpose for which it was obtained. While the law initially applies only to federally regulated business in Canada (e.g., airlines, banks, telecommunications firms, etc.), it will apply to all companies, including U.S. firms doing business in Canada, by the year 2004. U.S. companies operating in Canada are advised to consider the implications of this legislation immediately. Unless the required consumer consent is in place, a company will not be able to use, as of 2004, any information collected on individuals prior to 2004.

For more details, see the document entitled: "Your Privacy Responsibilities: A Guide for Businesses and Organizations to Canada's Personal Information and Electronic Documents Act" on the Internet at http://www.privcom.gc.ca/english/02_06_06_e.htm, or contact Commercial Specialist Annie Crombie at the U.S. Embassy in Ottawa. Tel: (613) 688-5220 or Email: Annie.Crombie@mail.doc.gov.

SOUTH KOREA

On December 15, 2000, Minister Ahn Byung-Yub of the Ministry of Information & Communication (MIC) announced the winners of the two asynchronous type IMT-2000 operator licenses, SK Telecom (tentatively named SK-IMT) and Korea Telecom (KT-IMT). Two other bidders, LG Electronics (LG Glocom) and Hanaro Telecom (Korea IMT-2000), lost the battle for an operator license. In October, MIC had announced that three carriers would be given licenses - one to adopt asynchronous Wideband-CDMA (W-CDMA), one to adopt synchronous CDMA-2000, and one to adopt either Wideband-CDMA or CDMA-2000. However, all the country's carriers have noted their interest in migrating to W-CDMA. The Ministry made it clear at that time that one company would inevitably lose if all three applicants were to apply with the same technology mode (asynchronous W-CDMA). By the deadline of October 31, four Korean telecom companies had applied for one of three IMT-2000 operator licenses. Three companies, SK Telecom, Korea Telecom, and LG Electronics, applied for an asynchronous W-CDMA license and one company, Hanaro Telecom, applied for synchronous CDMA 2000 license. SK Telecom was selected as the first successful bidder and KT Telecom as the second successful bidder. The proposals submitted by LG Electronics and Hanaro Telecom were either rejected or disqualified. For more information, contact the Commercial Service Office in Seoul at Email: Seoul.Office.Box@mail.doc.gov

On December 19, 2000, the Korea Broadcasting Commission announced that the Korea Digital Broadcasting System (KDB) consortium, led by state-run Korea Telecom (KT), was licensed as Korea's first operator of digital satellite TV broadcasting services. The other, unsuccessful bidder was Korea Satellite Broadcasting (KSB), led by Dacom's affiliate DSM, SK Telecom, the Tongyang Group and Rupert Murdoch's News Corp. KDB plans to launch satellite TV services in October 2001, with testing scheduled for July 2001. In 2001, 74 channels will be available and by 2005, the service will include a total of 114 channels. Among the 160 members of the KDB consortium, KT holds a controlling 18 percent stake, while Korea's three major terrestrial TV broadcasters also hold significant shares — KBS, 10 percent; MBC, 6 percent; and SBS, 3.2 percent. As foreign investors, EcoStar (U.S.A.) holds 5.0 percent and ITARR-TASS holds 0.2 percent. Under Korea's Integrated Broadcasting Act that was enacted on December 28, 1999, foreign investors may own as much as 33 percent equity in satellite businesses. For more information, contact the Commercial Service Office in Seoul at Email: Seoul.Office.Box@mail.doc.gov.

MACAU

Macau celebrated its first-year anniversary as a Special Administrative Region (SAR) of China on December 20, 2000, marking a smooth transition from Portuguese colonial rule to Chinese sovereignty. (Note: the Macau handover to China took place 18 months after that of Hong Kong.) The following week, U.S. companies hoping to do business in Macau were especially encouraged by President Clinton's December 28 signing of legislation which included the "United States-Macau Policy Act of 2000." This new legislation will now allow the United States to treat Macau, in some respects, as a distinct entity and will also allow U.S. government trade promotion agencies to operate and expend funds to support U.S. companies. For example, the Trade Development Agency and the Overseas Private Investment Corporation can offer their services in Macau SAR to assist U.S. company trade activities. Several other items in the past year also helped support U.S. company business activities. The United States and Macau SAR settled troublesome trade problems with the signing of a new cooperation agreement to combat illegal textile transshipments which circumvented U.S. quota rules. At the same time, this agreement will help to stabilize the Macau textile and apparel industry, the SAR's leading export earner. Macau has also committed itself to open up its telecommunications market. Last October, Macau allowed two Hong Kong-based operators to offer mobile phone operations. As a next step, Macau will issue a new comprehensive telecommunications ordinance in 2001, which may open more opportunities for U.S. companies in this gateway city to China. For more information, contact the Commercial Service in Hong Kong at Email: Hong.Kong.Office.Box@mail.doc.gov.

INDONESIA

During 2000, Indonesia began to emerge from the worst of the Asian economic crisis with growth for the year likely to exceed 4 percent, a huge improvement over 1998's contraction of nearly 14 percent. The 1998 crash reverberated through the domestic airline industry, with one airline stopping operation and the national carrier, Garuda, together with Merpati, Mandala, Bouraq and Dirgantara, slashing their routes and scheduled flights. However, with the recovery of the economy, airlines in Indonesia are once again taking off. In less than one year, at least seven airline companies have received business licenses and three of them have begun scheduled services. The capacity, which was added by the three new airlines operating four aircraft, is still not enough to serve the 7.5 million potential passengers who are demanding airline services.

With huge potential demand and the emergence of newly competitive and potentially profitable airlines, U.S. firms will find numerous export opportunities in Indonesia. On the top of the shopping list for most of the new airlines are leasing services, aircraft spare-parts and maintenance services. U.S. exporters of airport security systems and air traffic control will also find opportunities as a number of airport upgrade projects, which had been on hold are now becoming operational. For more information on the aviation industry in Indonesia, contact CS Indonesia Commercial Specialist Anasia Silviati at Anasia.Silviati@mail.doc.gov.

AUSTRALIA

On November 6, 2000, the Australian Minister for Defense, John Moore, released the long-awaited Defense White Paper, "Defense 2000: Our Future Defense Force". After more than a year of uncertainty, the Australian defense industry now has Australia's defense blueprint for the first quarter of the new millennium. A key feature of the White Paper is a commitment to an increase in defense funding of an average three percent per annum for the next ten years to a total of $13 billion in real terms. Although Government of Australia representatives stated that local defense industry would benefit from the additional spending, U.S. firms should benefit as well. For more information, contact the Commercial Service in Sydney at Email: Sydney.Mail.Box@mail.doc.gov.

PAKISTAN

Under the Government of Pakistan's Universal Internet Access policy, more than 300 towns and villages in Pakistan now have access to the Internet. This is in sharp contrast to the 29 towns that had access to Internet only three months ago.

The government has also announced reduction in time it takes to process applications for new licenses for telecommunication services. Under the new regime, the Pakistan Telecommunications Authority (PTA) has only seven days to process an application for a telecommunications license. This is a significant improvement over the previous set up under which it took several months to process an application for a license.

The government has also announced new investment incentives for the Information Technology sector that includes 1) five-year tax holidays for software firms, 2) zero tariff on import of computer equipment, and 3) the ability to maintain 25 percent of earnings in a foreign currency account.

In a recent Information Technology 2000 Conference held in Islamabad, the Minister for Science & Technology disclosed that the government was in serious discussions with several U.S. firms to set up training centers in Pakistan. In addition, the Minister announced that World Bank had expressed interest in setting up a portal for e-commerce in Pakistan. For more information, contact the Commercial Service in Islamabad at Email: Sumera.Siddiqui@mail.doc.gov.

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).

LAYING A FOUNDATION FOR EXPORTS

CONSTRUCTION SUPPLIER "NAILS" CHINA MARKET

by Erin Butler
Office of the Director General, U.S. & Foreign & Commercial Service

Success in exporting takes more than a great product and a reliable freight forwarder. Personal tenacity, in-depth market know-how and a willingness to experiment are also key elements.

Maureen Russell, president of R.M. Waite company, learned this first-hand. Ten years ago, she bought R.M. Waite Company, a small roofing and building materials distributor based in Oakland, California. The company was well established, but it began to struggle in 1998. Most of R.M. Waite's international sales were to Asia, and the financial crisis saw the company's export markets deflate and international sales slow. New strategies and support from the U.S. Commercial Service led Russell to a market many small companies find daunting — China. Not one to be deterred by the unfamiliar, Russell has always brought a spirit of adventure to her business. "After all," she laughs, "I wanted to go to the Middle East during the Gulf War." Now, 80 percent of R.M. Waite's exports go to Asia, generating $2 million in 2000.

Now an enthusiastic and knowledgeable proponent of U.S.-China trade, Russell describes her Chinese customers as "gracious and eager for American products." Russell notes that U.S. businesspeople often approach China with a sense of trepidation but counsels that it need not be so. Chinese businesspeople are generally enthusiastic about doing business with U.S. companies, and the difficulties posed by Chinese business systems are not insurmountable. Taking advantage of the insight and expertise of Commercial Service officers in China is one way for an exporter to gain an edge. International trade specialist George Tastard of CS San Francisco says, "entering the China market requires persistence, triple checking requirements and a solid Chinese partner relationship. But by working with federal and state international business professionals, U.S. firms can find assistance researching requirements and finding the appropriate business partner."

BOOMING GROWTH, BOOMING OPPORTUNITIES

Russell has tapped into a market with which many exporters may not be familiar — China's building materials sector. In 2000, China imported $396 million in building materials from the U.S., an increase of nearly 40 percent from $241 million in 1998. The Chinese government designated the construction industry as a "pillar industry," in 1996 but China had already been experiencing a major construction boom for several years. China's construction market has been expanding since 1992, and while it is showing some signs of slowing down, most analysts agree that a growth rate of 10 to 13 percent will be maintained for the next three years. Analysts estimate that three billion square meters of new housing will be needed nationwide every year for at least the next five years, and China spends approximately $25 billion annually on residential housing. But the market is not just in housing. Other Chinese construction projects include highways, bridges, railways, tunnels, dams, power plants, piers, airports, hotels, office buildings and schools. All of this creates great demand for building materials, and increased opportunity for U.S. exporters, like R.M. Waite, who are able to fill it.

China's accession to the WTO should prove to be a boom to U.S. companies hoping to sell building materials to the Chinese market. While demand for U.S. products in China is strong, tariff and other barriers have traditionally made it expensive for Chinese builders to buy high quality building products from the United States. China's WTO membership will benefit U.S. exporters by reducing these barriers allowing more U.S.-manufactured building materials to flow into the country.

One advantage U.S. building materials suppliers hold in the Chinese market is their relative technological capabilities. The Chinese currently lack the technological ability to manufacture materials of comparable quality to U.S. products. In building materials, high quality often translates into long-lasting, energy-conserving construction, which is increasingly valued by Chinese builders. Chinese buyers generally recognize U.S. ability to make low-cost, high-quality materials. Maureen Russell's experience in China supports this insight. She found buyers there eager to purchase R.M. Waite's products, particularly siding and asphalt shingles.

PROVIDING EXPORTERS WITH THE PROPER TOOLS

It is a good time to look for market opportunities in Asia. But it is no accident many small business owners are hesitant to pursue sales in China. This is a market with unique challenges and many pitfalls. How did Maureen Russell help her company to overcome them?

She did her research and turned to the U.S. government for assistance. Realizing that R.M. Waite needed help diversifying and strengthening its export markets, Russell began to investigate the extensive network of trade promotion agencies that can do just that. Her first stop was San Francisco's Center for International Trade Development (CITD). There, Director Richard Soyombo introduced her to the U.S. Commercial Service, a Department of Commerce unit that provides global business solutions to U.S. companies. With offices in more than 100 locations across the country, the Commercial Service works closely with other local, state and federal trade assistance agencies. "I did not realize such a network existed," says Russell.

Russell entered an international business-training program led by International Trade Specialist Stephen Johnson of the Commercial Service San Francisco and assisted by Soyombo of CITD. Part of the Commercial Service's Global Diversity Initiative, the six-month training program, is held in business centers throughout the U.S. It covers the logistics of international trade, including distribution channels, finance, transportation, e-commerce and documentation. As an experienced exporter, Russell did not know what she would get out of the program but was surprised by how much there was to learn. Soon she began experimenting with new methods and sources of financing like those of the Export-Import Bank.

With these tools in hand, Russell turned to new markets. Working with International Trade Specialist George Tastard, Russell began to explore the Chinese market, which the Commercial Service lists as a leading consumer of U.S. building materials. Russell has high praise for Tastard, who continues to provide R.M. Waite with value-added counseling and extensive market research. "George gave me so much information on China," says Russell. "And he's so creative." Soon, R.M. Waite's sales were picking up.

PERSISTENCE PAYS OFF

One of the first things Russell learned about doing business in China was the importance of relationships. She built contacts with Chinese buyers, and continued to work closely with her network of Commercial Service export specialists. Tastard introduced Russell to commercial officers in Beijing, who provided their unique brand of on-the-ground know-how to speed the company into the market. In Beijing, for example, Commercial Officer Thessalonika Benny provided first-rate market research and helped Russell shape her market-entry strategy. For a small company without an army of staff to research marketing strategies and investigate sales leads, the expert consulting of the Commercial Service in China was key in creating new sales channels.

What's more, Commercial Service officers provided Russell with the intricate market knowledge necessary in order to steer through the often-rocky shoals of the Chinese market. For instance, when Russell's Chinese customers had difficulty getting visas to visit the U.S., putting a major deal in jeopardy, Tastard put Russell in touch with Congresswoman Barbara Lee to sort out the issue. Principal Commercial Officer Erin Sullivan of CS Shenyang also stepped in with guidance and advice. Russell is currently working with commercial officers in China to explore joint venture opportunities with Chinese companies.

Maureen Russell has come full circle, from a China novice to an expert and mentor. She recently demonstrated her expertise as a panelist at the China Trade 2000 conference in Oakland, California, speaking alongside U.S. Commercial Service Director General Marjory Searing. Russell has breathed new life into her well-established export company, learning firsthand the advantages of having the U.S. Commercial Service on her team. "U.S. businesses need persistence to break into the Chinese market," remarks Tastard. "But once in China, the rewards are great."

Photo courtesy of U.S. Commercial Service

Maureen Russell of R.M. Waite with International Trade Specialists George Tastard & Stephen Johnson of CS San Francisco and Richard Soyombo, Director of the Center for International Trade Development.

MYEXPORTS.COM

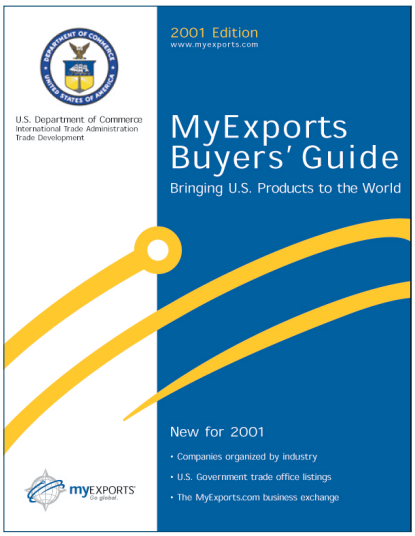
EXTENDING THE REACH OF EXPORTER REFERRAL PROGRAM

by Chris Larson
MyExports.com

Vanessa Bachman
Office of Export Trading Company Affairs, Trade Development

A partnership between the Milwaukee company Global Publishers and the U.S. Department of Commerce is now using the Internet as an essential component of an effort to help American firms expand international trade.

Global Publishers and the Department of Commerce have developed "MyExports.com" to complement a printed guide to U.S. products and services intended for foreign buyers.



MyExports.com was established with the goal of providing an exporter referral service to connect U.S. businesses to the global marketplace quickly and easily. U.S. firms use MyExports.com to attract new export business, find trading partners and locate providers of export services. Foreign firms use the site as a resource to identify and connect with suppliers of U.S. goods and services.

The innovative website also helps U.S. providers find export management, trading and consulting firms that can develop trade opportunities, solve export problems and facilitate export deals. These export firms offer an array of services, ranging from product design to serving as the producer's entire export department. MyExports.com can also identify providers of shipping, translation, advertising and other export related services. Accessible on a state-by-state basis, the website assists U.S. producers in locating export service firms in a region of choice. Additionally, U.S. producers wishing to achieve economies-of-scale in exporting or fill large or complex export sales orders by teaming up with like-minded producers, can easily identify prospective export partners by using MyExports.com.

"The web element offers a way to provide more current information, and it also extends the reach of the guide and that's a major advantage," says Paul Churchill, director of the Export Assistance Center of the U.S. Department of Commerce in Milwaukee. The year 2000 printed guide, which had a printing run of 50,000, is distributed through Commerce Department channels in 130 countries around the world. The printed guide was formerly known as the Export Yellow Pages and had been published by various other partnerships since 1991.

The evolution of the guide to the web only makes sense in today's economy, notes Jim Meinert, director of marketing for Snider Mold Co. The firm is listed in the guide. Meinert recalled his attendance at a recent plastics trade show in Chicago, and all the printed literature he took along - thinking he would distribute much of it. "Thousands of people are passing you in your booth, but no one wanted the literature; they just wanted to know your website," comments Meinert.

And the new electronic version of the international trade guide runs along those lines, letting a business in whatever part of the world type in a

key word, such as molds, and instantly get a list of suppliers that would include Snider Mold. International trade accounts for about a third of the firm's business.

The MyExports.com website offers more advantage than just an extended reach and the ability to more regularly update data. As of July 1, registered companies have access to foreign buyers through the site, which was recently redesigned with the branding help of Hanson, Dodge and Sutter, a Milwaukee-based marketing and communications firm which holds a financial interest in Global Publishers.

The online process is very user-friendly since the system can conduct a full text, subject/word search in just seconds. "People appreciate the simplicity of the site," said Chris Larson, general manager of Global Publishers. And that's the intention of MyExports.com, added Jim Horvat, relationship manager for the operation. There are other web sites that offer international trade connections, "but they tend to be very busy and complicated," he said.

"MyExports.com helps firms with limited export resources compete in international markets," says Vanessa Bachman of the Office of Export Trading Company Affairs (OETCA). "Cost is often seen as a very big barrier to firms interested in getting into international trade," says Jim Meinert of Snider Mold. "But this is a very low-cost way of entry."

Larson hopes the site will help more firms get into the act of international commerce. "We're targeting small to medium-sized enterprises; we want to make this as simple as a checklist for them," said Larson. "We want to take the China trade deal, for instance, and bring that down to the level of the small business person; what does the deal mean for that person?"

In addition to small to medium-sized enterprises, MyExports.com is also targeting minority owned businesses.

Global Publishers, supplementing its 2001 Buyers Guide, also plans to publish a special directory for minority owned businesses and to specially promote the publication on the MyExports.com website enhancing the visibility of these U.S. firms. The Department of Commerce's Minority Business Development Agency is actively promoting U.S. minority owned businesses to take advantage of the special opportunities being offered by MyExports.com.

The other big advantage for MyExports.com is its partnership with the Commerce Department. "There are credibility issues with sites like this, but the government connection adds credibility to our site," Horvat said. MyExports.com is coordinated by OETCA. Churchill, Director of the Milwaukee Export Assistance Center, likes the partnership, too. "Public/private partnerships are growing," he says. "There is a lot of value in the approach. We have a limited number of people. By partnering, we can take advantage of the expertise of our partners, and thus bring value to our client — the public. This is a win-win situation."

Global Publishers and OETCA will publish the 2001 MyExports Buyers Guide in April and begin distribution during world trade month in May. The guide will include an introduction to the new MyExports.com web site, which also launches in May. The new web site will expand beyond the directory service to include showcases for companies to display products and services. It will also have industry specific channels and a buy and sell exchange that will match U.S. companies with foreign buyers and notify them through email.

For more information on MyExports.com, visit the website at www.myexports.com or the OETCA website at www.ita.doc.gov/oetca. For additional details, contact OETCA at (202) 482-5131 or by email at OETCA@ita.doc.gov. To obtain a copy of the 2001 Buyers Guide to U.S. Products and Services contact your nearest Department of Commerce Export Assistance Center. A list of all Export Assistant Centers can be found on the back cover of this publication.

MATCHMAKING IN MILANO

U.S. INTERNET FIRMS FIND ITALIAN CLIENTS

by Jay Field and Nicoletta Postiglione
U.S. & Foreign & Commercial Service, Milan

Making the decision to enter a foreign market is never easy. Especially when your business is Internet consulting. Recently, two Internet consulting firms, marketing different products, through different approaches, made the decision to enter the Italian market.

On the face of it, entering Italy should not be a difficult decision. As the world's sixth largest economy, there is a market for nearly every type of American product. The time also seems right for exponential growth in the Internet in Italy. However, as seen in so many industries and markets, the full impact of the Internet cannot be definitively measured as of yet. This is especially true in the Mediterranean countries, which have been slower to embrace the Internet, particularly when compared to Scandinavia, the Netherlands and the United Kingdom. Although registered Internet users in Italy are still small compared to these countries, Internet use is booming. Out of a total of 3.4 million Italian businesses, an estimated 1.5 million were connected to the Internet at the end of 1999, and they are expected to surpass 2 million by the end of 2001. All businesses are forecasted to be connected by the year 2003.

Photo courtesy of Commercial Service Milan.

Attracting over 500,000 international visitors during the five-day event, SMAU 2000 proved to be a networking success for Internet businesses.

"Italy is where the U.S. was three years ago in terms of the Internet," explains Craig Settles, CEO of Successful.com, an Oakland, California Internet-business consulting company. "As Italy catches up to the U.S. and the rest of Europe, this is the time for companies like Successful.com to enter the market, and provide our services while they are desperately needed." Successful.com management consultants help companies use the Internet to run better businesses, to increase sales, reduce costs and enjoy more efficient operations. "This expertise is especially welcome in Italy," continues Settles "while Italy is behind the U.S., Italian companies can engineer their operations to fully utilize the Internet at the execution stage. Many Italian companies presently have what I call on-line electronic brochures— but they can certainly easily make the leap to a full Internet strategy. Italian companies have the opportunity to begin e-commerce, but also to use the Internet for strategic decision making, internal reengineering, basically refocusing the entire company on using the Internet."

LAYING THE GROUNDWORK

Entering a market can sometimes lead to unexpected diversions in a business plan as better opportunities are presented. Syneractive, a Columbia, South Carolina Internet professional services company

specializing in site design, web development, web services and maintenance, entered the Italian market looking for a local partner. "We were looking for an Italian company to work with us selling our services. After talking to potential partners, we've made a strategic switch and are now concentrating on finding a reseller for our Internet software division's products," illustrates Hardin S. Bethea, Syneractive's Italy Market Manager. He adds that future plans include eventually selling all Syneractive services in Italy, "because our web technology allows our clients to use fewer people to manage more websites. As Internet use grows in Italy, the same number of people will managing more websites, both in complexity and number. We are nicely positioned to help our clients make that happen."

Both Successful.com and Syneractive used Department of Commerce resources to research and explore the Italian market, and both culminated their pre-entry activities with Smau, Italy's premier information technology show held every year in Milan, attracting over 3,000 exhibitors and 500,000 visitors. Successful.com's Craig Settles used the annual Italy Country Commercial Guide and the Industry Sector Analysis on Information Technology written by Commercial Service Italy to plan his entry into the market. The market research included a mention of Smau. Knowing the market was primed for his company's services, Craig Settles' contacted Nicoletta Postiglione of the Commercial Service in Italy (CS Italy) to ensure his spot at the U.S. Pavilion.

Syneractive was approached via e-mail by an Italian company looking for Internet consulting expertise. Although that initial e-mail contact did not pan out, Syneractive's interest was piqued enough to make Italy and Southern Europe a priority. Participating in a Trans-Atlantic Small Business Initiative trade mission to Spain and Italy, Syneractive realized the strong market potential and made plans to take the next step: Smau.

SERVICES, SUPPORT AND SATISFACTION

Smau was born in 1964 as the Salone Macchine Attrezzature per l'Ufficio (Office Machinery and Equipment Show) in the atmosphere of optimism of the years of the Italian economic boom. In the 37 years between Smau's beginnings and today, Smau has become synonymous with the event that bears its name. Smau is a premier European event highlighting Internet services, applications and content, allowing users and providers an opportunity to meet and conduct business.

CS Italy organized the U.S. Pavilion at Smau for the seventh consecutive time. Along with traditional trade show amenities such as interpreters, a lounge and receptions, the thirty-five American companies in the Pavilion took advantage of a CS Italy exclusive; pre-scheduled, targeted meetings with potential Italian distributors, agents and partner companies.

Before the show, exhibitors in the U.S. Pavilion were asked to provide CS Italy a profile of their ideal distributor/partner, detailed marketing data, a description of their products/services in electronic format, and copies of their product literature. The Commercial Service staff studied the products and, on the basis of the information provided, investigated the local market by selecting potential contacts, personally speaking with them and sending them product information. Then, CS staff followed-up and pre-arranged appointments to be held at the fair, also supplying general background information on each Italian company. These targeted meetings helped American companies make the connections they needed to find the right Italian business partners.

U.S. exhibitors were very pleased with the assistance offered and with the handholding extended to them. The extra assistance offered by CS Italy made things very easy, especially for the companies that had never been to Italy before. All the U.S. participants had to do was provide good marketing information, ship their exhibit material and make their travel arrangements. Some exhibitors even referred to the U.S. Pavilion at Smau as "home away from home".

Syneractive's Hardin Bethea said the meetings arranged by CS Italy commercial specialists at Smau made the difference. "We knew Italy was a good market for our services and products. However, we needed to make initial contacts with Italian companies without using a directory or the phone book. Milan sector specialists Annalena Anselmini and Nicoletta Postiglione had the knowledge we needed — knowledge of targeted, pre-screened and willing partners."

"Smau 2000 would have been cost prohibitive without the U.S. Pavilion," adds Craig Settles, "the meetings made it worthwhile. Because the companies and individuals I met during the meetings had seen my material and were prepared, the time we spent together was very productive." Settles also expressed his satisfaction with the quality of the meetings. "Most every one we met with actually needed what we do. Real decision-makers came to meet us. We were all clear on where to head next."

Companies interested in taking advantage of the services provided by CS Italy at the Smau show should contact Commercial Specialist Nicoletta Postiglione in Milan, Email: Nicoletta.Postiglione@mail.doc.gov, tel: (39 02) 659-2260, fax: (39 02) 659-6561. The 2001 edition of Smau will be held on October 18-22, in Milan, and the U.S. Commercial Service in Italy plans a full pavilion once again. Smau website: http://www.smau.it

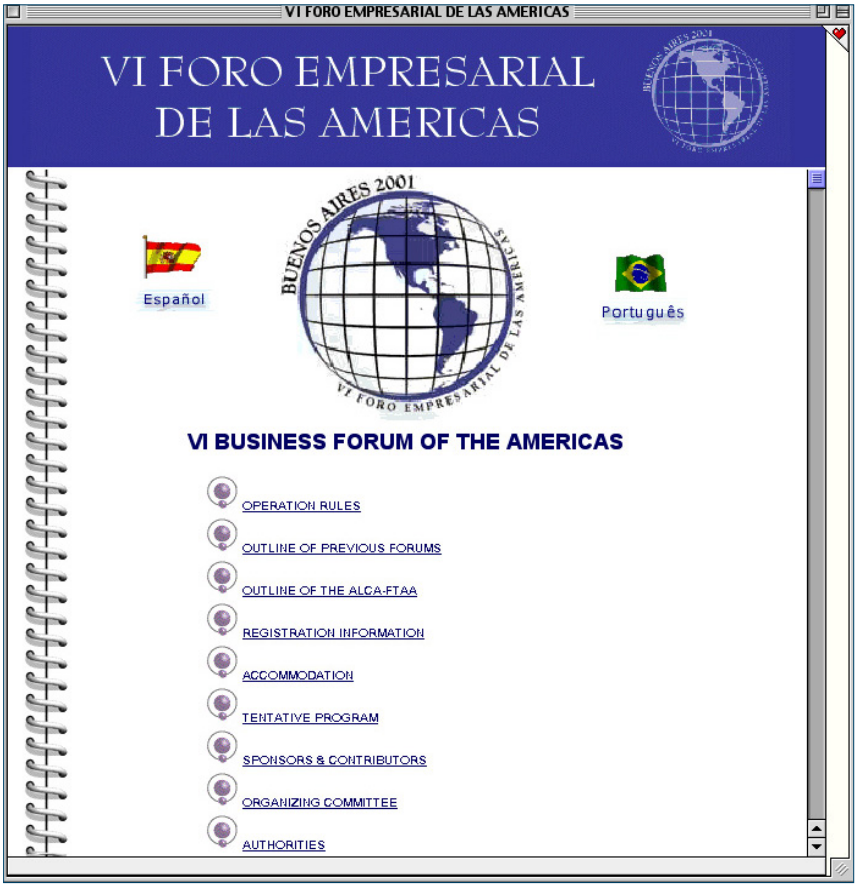
A HEMISPHERIC VIEW

THE AMERICAS BUSINESS FORUM

by Maria C. Cameron
Office of NAFTA and Inter-American Affairs, Market Access and Compliance

The Americas Business Forum offers businesses the chance to speak directly to trade ministers from member states of the Free Trade Area of the Americas (FTAA) on one of the most promising trade agreements of the new millennium.

The 34 democratically elected countries of the Western Hemisphere are scheduled to complete the Free Trade Area of the Americas no later than 2005, creating the largest free trade area in the world with over 800 million consumers and a market exceeding $12.5 trillion. The FTAA has the potential to tremendously effect trade in the hemisphere, opening many opportunities to business and industry. The governments negotiating the FTAA have created a number of avenues for the private sector to have a role in the negotiation process including the Consultative Group on Civil Society and the Joint Experts Committee on E-Commerce. However, the most comprehensive and visible vehicle is through the Americas Business Forum, held immediately preceding the meeting of the FTAA trade ministers that convenes every 18 months. This year, the forum will take place April 5 and 6, 2001, in Buenos Aires, Argentina.



WHY FTAA?

The United States has the most open borders in the hemisphere. Negotiating the FTAA will improve U.S. businesses' access to foreign markets from the Yukon to Tierra del Fuego. The FTAA is expected to improve upon other trade bodies, such as the World Trade Organization and NAFTA, by creating a free-trade area encompassing essentially all trade in the Western Hemisphere.

WHY IS BUSINESS PARTICIPATION IMPORTANT?

Governments know that for the FTAA to be successful it must have the support of all sectors of society, so the FTAA process includes several formal structures to offer members of the private sector the opportunity to participate in the development of the agreement. The Americas Business Forum is the premier hemisphere-wide forum for business executives to gather, discuss their views on the proceedings of FTAA negotiations, develop recommendations and present those recommendations directly to participating trade ministers.

WHAT IS THE U.S. GOVERNMENT'S ROLE?

The Americas Business Forum is held in the same location as the FTAA Ministerial and is organized by the private sector and government of the host country. The forum, initiated by Commerce Secretary Ron Brown in 1995, has enjoyed strong support form the Department of Commerce. This has been manifested by the department's continued encouragement of private-sector participation and the active involvement of high-level officials in the forum. The secretary of commerce has been an attendee at four of the five forums held to date.

WHAT DOES THE AMERICAS BUSINESS FORUM OFFER A U.S. EXPORTER?

The Americas Business Forum offers U.S. exporters a variety of opportunities that they are unlikely to find elsewhere, including a hemispheric voice, an audience of 34 governments and outstanding networking opportunities. In the United States, there is a framework for the private sector to take part in the policy making process. However, other FTAA governments may not offer the same formalized opportunities to their private sectors. The Americas Business Forum offers access well beyond U.S. borders. Business leaders from the entire Western Hemisphere are invited to gather at the Americas Business Forum to discuss views on trade policy and the direction of the FTAA and to develop recommendations on how to make the FTAA a better agreement. By speaking as one, businesses of the hemisphere strengthen the message they send to FTAA trade ministers.

The Americas Business Forum is an excellent opportunity to develop business contacts throughout the hemisphere. Outside the formal workshops, business leaders will be working to expand their network of business contacts. In addition, U.S. attendees are encouraged to take advantage of the services offered by the Commercial Service and set up meetings with potential business partners in Buenos Aires or elsewhere in Argentina.

HOW DOES THE BUSINESS FORUM WORK?

The Americas Business Forum is distinct from most international trade conferences because participants are working to draft joint recommendations to participating trade ministers. The forum is organized to reflect the organization of the FTAA negotiations. There will be nine workshops that mirror the nine FTAA negotiating groups of market access, intellectual property, antidumping and countervailing duties/subsidies, government procurement, dispute settlement, services, competition policy, agriculture and investment. There will also be plenary sessions to address the non-negotiating groups of e-commerce, civil society and smaller economies. Prior to a February 11 deadline, companies and trade associations are submitting position papers. Participants in the workshops will use these papers to develop specific recommendations that will be presented to trade ministers at the close of the Americas Business Forum. Recommendations from past forums can be found through the Department of Commerce's FTAA web site at www.mac.doc.gov/ftaa2005.

HOW CAN YOU PARTICIPATE?

The 2001 Americas Business Forum will take place April 5 and 6 in Buenos Aires Argentina at the Buenos Aires Sheraton Hotel and Convention Center. The registration fee is $250 prior to February 11, and $350 afterwards. Registration and lodging information can be found on the America's Business Forum web site at www.vi-fema-abf.org.ar. If you have questions regarding Department of Commerce activities related to this meeting, please contact Maria Cameron in the Office of NAFTA and Inter-American Affairs Tel: (202) 482-0621; Email: Maria_Cameron@ita.doc.gov.

RESULTS OF THE TORONTO AMERICAS BUSINESS FORUM

At the November 1999, Americas Business Forum held in Toronto, the business community presented Trade Ministers with recommendations addressing issues related to the nine negotiating groups of the FTAA. Some of these recommendations included:

- All tariffs should be subject to negotiations.
- Rules of origin must not become barriers to trade by favoring some countries at the expense of others.
- Countries must ensure that standards and regulations concerning health, phytosanitary measures, safety and the environment are applied on a non-discriminatory basis and not used as non-tariff barriers. These measures must be scientifically based and justifiable.
- Equal treatment of foreign investors and investments should be established vis-a-vis national investors and investment ("national treatment"), including equal fiscal and tax treatment, and avoidance of double taxation. Such equal treatment should be applicable at all levels of government (national, federal, provincial, state and municipal) in conformity with the different constitutional structures of the member states.
- All services must be progressively and completely liberalized.
- All sectors should be liberalized in a balanced manner.
- Governments must adopt efficient measures to fight counterfeiting and piracy, including those for copyright and neighboring rights.
- FTAA member-countries should be guided by policies that would restrain all forms of anti-competitive behavior.

FORUM RESULTS

ASK THE TIC

EXPORT CONTROL CLASSIFICATION NUMBER - ECCN

by Luke Daniel Rollins, *Trade Information Center*

WHAT IS AN ECCN?

If a product is subject to the Export Administration Regulations (EAR), the federal regulations that specify which exports require a license from the Department of Commerce, it may require an export license. To determine if a license is needed to export your product, exporters must first determine whether an Export Control Classification Number (ECCN) fits their product. The Commerce Department's Bureau of Export Administration (BXA) has the licensing authority over the export and re-export of items considered to be "dual-use." Dual-use items generally have both commercial and military applications. These items are controlled to further the national security, foreign policy, and non-proliferation interests of the United States. The five character alpha-numeric ECCN identifies the technology level and the capabilities of an item which, in combination with the country of destination, customer, and the intended application determine if an export license is required for a specific transaction or whether an item can be exported without a license. The ECCN must be determined prior to shipment.

Once the ECCN has been identified, an exporter can consult the Commerce Control List (CCL) and the Country List, contained in the Export Administration Regulations, to find out if the product requires a license, why the product is controlled and whether a license exception or NLR will apply.

Firms exporting products that are subject to EAR must apply for an export license, unless the transaction qualifies for a license exception or "No License Required" (NLR) treatment. When a Shippers Export Declaration (SED) is required for the export transaction (for shipments over $2,500 value, those requiring an export license or those going to countries that have been designated as terrorist supporting countries), the ECCN must be provided. If an export license is not required, then the NCR is entered on the SED unless the item is controlled for anti-terrorism or is EAR99.

HOW DO I GET AN ECCN?

There are several ways to determine the ECCN for your product:

- Contact the manufacturer, producer or developer of the product. If the item has been exported in the past, the producer may already know the ECCN or whether the item qualifies for a license exception.
- Consult the Export Administration Regulations (EAR), which can be found at the BXA website, www.bxa.doc.gov, and in most libraries, in the Code of Federal Regulations, 15CFR Parts 730-774. You can also connect directly to the EAR database at http://w3.access.gpo.gov/bxa/ear/ear_data.html. The Commerce Control List (CCL) is located within the EAR, Part 774, Supplement 1. Consult the CCL and determine your ECCN by finding the appropriate category and group that most accurately describe your product. Begin with a review of the general characteristics of your item, which will guide you to the appropriate section of the CCL. After you have identified the category and group, match the specific characteristics of your item to an ECCN. [Note: For ease of reference and classification purposes, items subject to the EAR which are not listed in the CCL under a specific ECCN are designated as EAR99]. (see more details on ECCN categories below)
- Request an official ECCN classification on the BXA Multipurpose Application form BXA-748P. Classification requests are processed within three to four weeks but vary on a case-by-case basis. Only typed original copies are accepted. Form BXA-748P can be obtained by contacting the BXA's Form Request Service at (202) 482-3332. Fax requests may be sent to (202) 219-9182. Include your name, address, telephone number and specify which forms are needed

  (If you need to request additional forms, use the address below and make the request to the Forms Distribution Unit)

  Mail your completed BXA-748P Form to:
  U.S. Department of Commerce,
  Bureau of Export Administration
  Office of Exporter Services
  P.O. Box 273, Washington, D.C., 20044.
  Attn: Classification Request
- Request an ECCN electronically through the Electronic Request for Item Classification (ERIC), which is available through the Electronic Licensing Application Information Network (ELAIN). Prior to submitting an electronic request, you must first obtain a PIN number. Information on all electronic services, including receiving a PIN, can be found on the BXA Website www.bxa.doc.gov, or by contacting the BXA Operations Support Division at (202) 482-3290.

After determining an ECCN you may apply for a license using the Simplified Network Application Process (SNAP) through which exporters can submit license applications directly to BXA via the Internet. Additional information on SNAP and how to request a PIN can be found on the BXA website, www.bxa.doc.gov/snap/default.htm. SNAP is a free service to the exporting community.

ARE THERE ANY REQUIREMENTS FOR CLASSIFICATION REQUESTS?

- Each request is limited to five items. Exceptions may be made on a case-by-case basis for several related products if the relationship between the products is substantiated and documented.

- Attach descriptive literature, brochures, technical papers or specifications to assist licensing officials in determining the correct ECCN.

- On form BXA-748P, complete Blocks 1 through 5, Block 14, Block 22(b) (only if the item is a computer), Block 22(c), Block 22(i) and Block 22(j). If more space is needed for the technical description required in Block 22(j), use Appendix Form 748P-A for additional space. An attempt should be made to identify the item. Once completed, the form should be signed and submitted to BXA at the above address.

To submit the classification request or license application electronically, access the ELAIN or SNAP services via the BXA website or call the Export Counseling service at (202) 482-4811.

HOW DO I FIND MY PRODUCT ON THE COMMERCE CONTROL LIST (CCL)?

The CCL is divided into 10 categories. The first (numerical) character in the ECCN identifies the category within which the entry falls, for example: 3A001 is in Category 3, Electronics. The following is a list of CCL categories:

0 Nuclear Materials, Facilities and Equipment and Miscellaneous
1 Materials, Chemicals, Microorganisms, and Toxins
2 Materials Processing
3 Electronics
4 Computers
5 Telecommunications and Information Security;
6 Sensors
7 Navigation and Avionics
8 Marine
9 Propulsion Systems, Space Vehicles and Related Equipment.

Within each category, items are arranged by group. The second (alpha) character indicates under which of the five groups the item is listed, for example, 3A001 would be in group A, Equipment, Assemblies and Components. Each category contains the same five groups, which are:

A Equipment, Assemblies and Components
B Test, Inspection and Production Equipment
C Materials
D Software
E Technology

The remaining digits identify the reasons for control associated with the item. It is not essential that you be able to identify which reasons for control are associated with which digits. However, if interested, you can find an explanation in 738.2(d) of the EAR.

A brief description of the product is provided next to each ECCN. Following this description are the "License Requirements," "License Exceptions," and "List of Items Controlled" sections.

After you have determined where your product fits within the CCL, use the information in the "License Requirements" section to determine if a license is required. You also must check the Country Chart (Supplement 1 to Part 740 of the EAR) to ensure that a license is not required for shipments going to that country. It is possible that the product itself may not require a license, but due to the country of destination or enduser, the shipment may still need an export license.

For products that do require a license, the CCL also lists the reasons for control of the product: AT is Anti-Terrorism; CB is Chemical and Biological Weapons; CC is Crime Control; EI is Encryption Item; MT is Missile Technology; NS is National Security; NP is Nuclear Nonproliferation; RS is Regional Stability; SS is Short Supply; XP is High Level Computers; and SI is Significant Items.

WHERE CAN I GO FOR FURTHER ASSISTANCE?

For additional information concerning export licenses, determining an ECCN and/or filling out Form 748P, you may contact the BXA Office of Exporter Services, Outreach and Educational Services Division at (202) 482-4811, or by fax at (202) 482-3617. The BXA Western Regional Offices can be reached at (949) 660-0144 in Southern California or at (408) 271-7300 in Northern California.

Additional information on the ECCN can be found at www.bxa.doc.gov/factsheets/facts2.htm or in the July 2000 Export America article "Export Controls," http://tradeinfo.doc.gov.

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.

DOES YOUR COMPANY NEED ISO-9000?

by Frank Woods
Arizona Export Assistance Center, U.S. & Foreign Commercial Service

More and more companies these days are seeking ISO-9000 certification in order to help them compete in international markets. ISO-9000 is an international standard of good management practices formulated by the International Organization for Standardization (ISO), which is headquartered in Geneva, Switzerland. The ISO is a network of the national standards institutes of some 130 countries that coordinates the system and publishes the finished standards. ISO develops voluntary technical standards, which add value to all types of business operations. These standards make trade between countries easier and fairer.

Why are more U.S. companies seeking to become ISO-9000 certified? Not only have many foreign competitors gone through the process, but also for many products and services, customers simply will not buy from non-certified companies. Buyers make it a condition of purchase. ISO certification is a voluntary process and is not a label.

Small and medium-sized enterprises have found that becoming ISO-9000 certified gives their company the international competitive edge that allows them to be successful exporters of goods and services. The widespread adoption of international standards means that suppliers can base the development of their products and services on reference documents, which have broad market relevance. This, in turn, means that they are increasingly free to compete in many more markets around the world.

For example, Gold Tech Industries of Tempe, Arizona, with eighty-five employees, is a high tech components manufacturer currently in the process of obtaining ISO certification. When asked, Gil Montanez, general manager of Gold Tech and a member of the Arizona District Export Council, offers a couple of reasons why Gold Tech decided to implement ISO: "The benefits in quality assurance were obvious. In addition, we saw trade advantages. The certificate is recognized everywhere. It provides a standard and recognition procedure that all companies can apply. For now, we have a leg up on our competition."

THE PROCESS OF CERTIFICATION

The registration procedure for ISO begins with the application stage, followed by a preliminary visit from a certified registrar. At this stage the registrar explains what has to be changed or added to the product or service production process in order to comply with the standard. It may mean documenting activities previously not documented, reorganizing the record keeping procedures, or changing the way orders are processed.

If processes look feasible at this point, and the company can be organized as outlined in the preliminary visit, the next stages are document review, implementation and then pre-assessment. Document review involves an inspection of company documents by the registrar. If the documents comply with the standard, the new procedures can be implemented and records according to the new system can be kept. The records must show that the company "says what it does and does what it says." The pre-assessment that follows is a practice audit conducted by the certified registrar. If the company successfully completes the pre-assessment, it moves on to the final registration audit and then the continuous surveillance stage.

It is important to remember with ISO, that the system focuses on the process not the product or service. The registration procedure requires compliance with up to twenty of the ISO-9000 elements. These elements address issues such as: control of customer supplied product, employee training, document control, inspection and testing, product identification and traceability, receiving and final inspection and corrective and preventive action. Traceability means that something or someone, such as a product, test results, raw material or subcontractor may be traced back to its source. Records play an important role in traceability; without them, this function would not be possible.

ISO-9000 does not dictate specifically how a firm implement the elements, but what it all boils down to is that companies document their own procedures, which address concerns presented in the elements. In other words, "say what

you do and do what you say — and document it." To do this, a company must produce a procedures manual, a quality manual and work instructions. Also, a system must also be in place to conduct internal audits conducted by the firms own employees, at least twice a year to assure that the procedures are properly implemented.

WHY SHOULD FIRMS WORK TO CERTIFY?

Karsten Manufacturing Company in Phoenix, Arizona, manufacturers the world famous PING golf clubs and other golf equipment. Karsten is an award winning company. They recently received ISO certification, which took them just over a year. Executive Vice President Allan Solheim is a longstanding member of the Arizona District Export Council. When asked what benefits he has observed with ISO, Allan responded "[certification] makes PING the first U.S. golf equipment company to earn ISO. I know that the consciousness of quality in our factory was raised because the responsibilities of each employee are more clearly defined, and workers better understand and appreciate the jobs of their co-workers now. All PING employees can be proud of this accomplishment."

It is true that as trade increases around the world, buyers are requiring their suppliers to be ISO certified. Many of the clients that work with the Arizona Export Assistance Centers have had to obtain ISO certification in order to maintain relationships with their existing clients overseas. For example, Calibron Systems Inc., of Scottsdale, Arizona manufactures specialized flow and density measurement calibration equipment. The company has about fifteen employees, and it received ISO certification in March 2000. According to Mr. Edward Francisco, president of Calibron, "ISO has improved our company's internal quality procedures and has helped with our international customer acceptance."

Photo courtesy of U.S. Commercial Service

DG Marge Searing receives ISO-9002 certification plaque on behalf of Arizona EACs LtoR: Laura Burruel, Dan Bjerk, Nancy Krause, Kellie Holloway, DG Marge Searing, Frank Woods

Tucson based A-Tron Corporation, a manufacturer and exporter of precision parts, recently earned their ISO certification. A-Tron has about ten employees. According to A-Tron's president, Bill Houghes, "ISO certainly lends A-Tron increased credibility in the marketplace. However, in many respects, the most valuable benefit to ISO-9000 is its emphasis on continuous improvement in everything we do process, service, training and more."

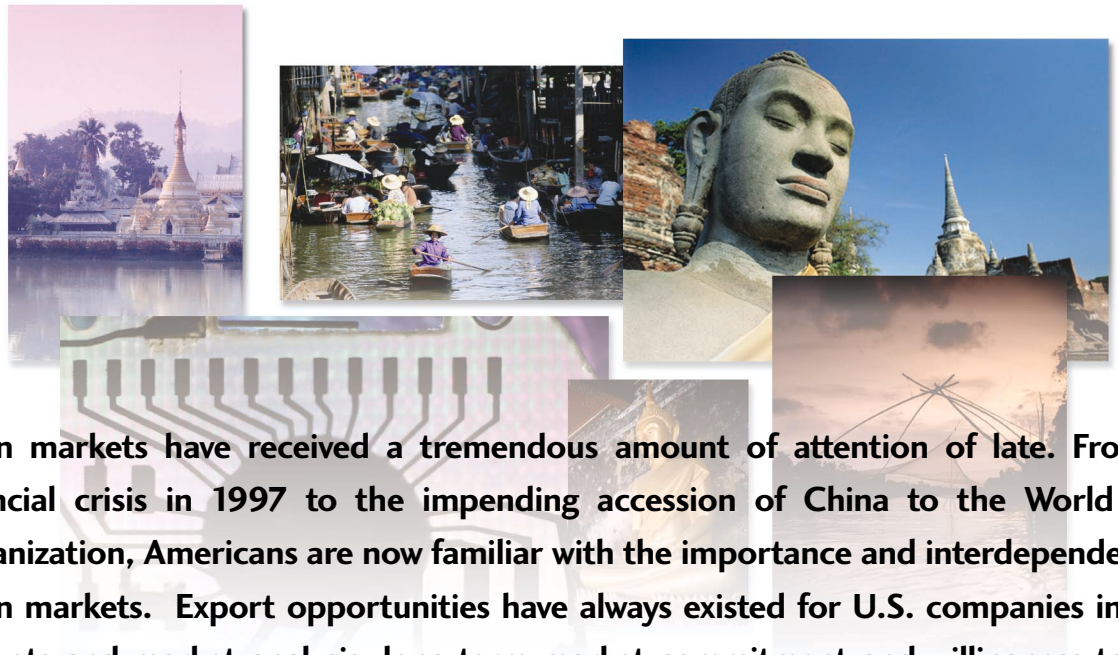
THE MEASURE OF EQUALITY FROM PRIVATE TO PUBLIC SECTOR

The impact of ISO is extending to government as well as industry. In September 2000, the Arizona Export Assistance Centers of the U.S. Commercial Service were awarded the ISO-9002 Certificate of Registration. Marjory Searing, Acting Assistant Secretary and Director General of the Department of Commerce's U.S. Commercial Service commented, "this certification illustrates our commitment to providing clients with service of the highest quality." With Arizona as a pilot, the Commercial Service hopes to implement more offices to heighten the sense of quality consciousness within the organization, provide a mechanism for continuous improvement and deliver high quality services to our clients.

Do all companies need ISO-9000? The answer, of course, depends on the objective of each firm. Many of the small to medium-sized businesses that work with the 105 Export Assistance Centers throughout the country have found it useful and increasingly important in their efforts to win and retain clients overseas. Firms say it improves the sense of quality within the organization, builds confidence, provides for a means for continuous improvement and improves customer acceptance.

You can find out more about ISO-9000 by visiting the International Organization for Standardization website at www.iso.ch. Additional information is available at www.qualitydigest.com.

ASIAN MARKETS



Asian markets have received a tremendous amount of attention of late. From the financial crisis in 1997 to the impending accession of China to the World Trade Organization, Americans are now familiar with the importance and interdependence of Asian markets. Export opportunities have always existed for U.S. companies in Asian markets and market analysis, long-term market commitment and willingness to build lasting relationships are each an important component to successful transactions.

We are focusing attention on just three of the many industries where export opportunities exist in Asia: the automotive industry in Thailand, information technology in all of Asia and environmental technologies in Vietnam. This is a sample of the type of market research that is available to U.S. companies looking to expand to overseas markets.

THAILAND'S AUTOMOTIVE SECTOR GROWTH OFFERS OPPORTUNITIES

by David Gossack

Commercial Attaché, Bangkok, Thailand

As Thailand consolidates its reputation as the "Detroit of the East" with new investments by leading international vehicle and automotive parts manufacturers, American firms are playing a larger role in this market that has historically been dominated by Japanese suppliers. Thailand's economic recovery from the 1997 financial crisis is evidenced by a solid 4.2 percent economic growth rate in 1999 and 4.5 percent projected for 2000. The automotive industry has been a sectoral standout, with vehicle sales through September 2000 up by 30 percent to 184,000 units. Exports have been booming, with 1999 vehicle and parts exports up by 76 percent to $1.5 billion, and vehicle exports are projected to reach 181,000 this year, a nearly 50 percent increase. This trend is expected to continue through the first half of this decade, with the Economist Intelligence Unit projecting Thailand's 2003 vehicle production to reach 735,000 units and to comprise more than half of total ASEAN production.

INVESTMENT BY MAJOR U.S. AUTO MANUFACTURERS

The most notable development in Thailand's industry in 2000 has been the full-scale opening of the General Motors new $600 million vehicle assembly plant in Rayong in August. At the grand opening, GM Chairman Jack Smith announced that first-year production of the new Zafira minivan would increase by 50 percent over

previous projections to 60,000 units. The success of Ford's two year old joint venture with Mazda, Auto Alliance Thailand, has catapulted Ford into fourth place in Thailand's large market for one-ton pickup trucks, which is the world's second largest pre-1997. Ford's exports all over the world now make it Thailand's second largest vehicle exporter behind Mitsubishi. The concentration of production of one-ton pickups in Thailand makes the country one of the world production centers for this type of vehicle.

American firms are also gaining a growing foothold as a supplier of auto parts for both domestic assembly facilities and for export, another area traditionally dominated by Japanese firms. Major U.S. first tier parts suppliers already in operation here include Dana, Lucas Verity, Arvin, Visteon, Lear and TRW Automotive, which in July 2000 opened its new chassis module plant, joining its existing steering and suspension plant supplying Thai vehicle assembly operations. Delphi is also entering the Thai market and is now constructing its own facility to open in 2002.

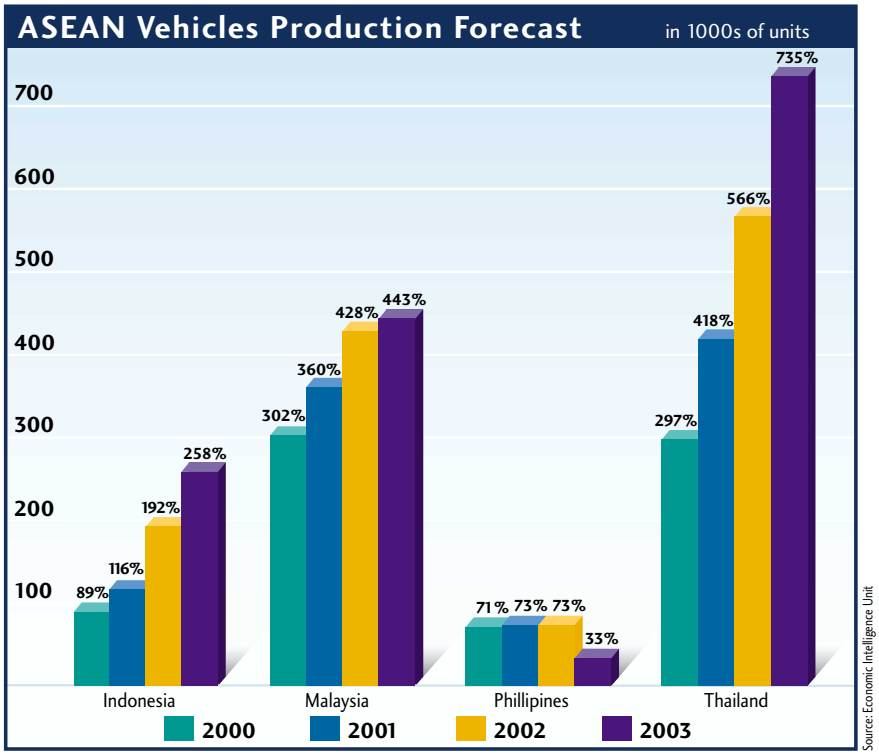
Another area for significant expansion by American firms is in technology tie-ups and joint ventures with Thailand's domestic auto parts manufacturers. Thailand's automotive parts manufacturing industry is reputed to be ASEAN's best in terms of product and has been one of the key reasons for international assemblers to establish their ASEAN regional production hub in Thailand. The industry supplies 80 percent of parts used for assembly of pickup trucks and 55 percent for passenger cars assembled in Thailand. The Thai automotive parts industry is rated as ASEAN's most competitive in manufacturing of casting and forging parts, stamping body parts, plastic and rubber parts and glass. Nonetheless, a recent assessment of the industry, by the Thai Society of Automotive Engineers, confirmed that the industry needs to develop and strengthen considerably in order to compete in the world market. Notably weak in innovation and product design, with little R&D investment, Thai firms are far behind American companies in developing the integrated assembly modules increasingly required by the world's leading first-tier firms and assemblers.

OPPORTUNITIES EMERGE FROM CRISIS

Thailand's 1997 economic crisis has had a severe impact on the country's automotive industry. Among those impacted, the parts industry underwent sweeping changes. Industry experts estimate that the number of Thai wholly owned parts manufacturing firms declined from 85 percent pre-crisis to only 10 percent at present. Approximately 120 to 150 small parts manufacturers went out of business, while the overall number of parts companies declined from 1,600 to about 1000. According to the Board of Investment, more than 300 companies, mostly Thai wholly-owned, were taken over by foreign companies during the past three years. This trend has accelerated the need for Thai firms to find foreign partners with the technological capability and design resources necessary to upgrade local technological capability and manpower to compete in the world market.

Other areas of Thailand's automotive sector also deserve investigation by U.S. exporters. Those sectors that appear most promising include: after-market service equipment: body and paint repair, quick maintenance service; performance parts and accessories for off-road vehicles and one-ton pick-up trucks; franchises for after-market service centers; and automotive accessories

A key point for U.S. aftermarket product manufacturers to recognize in the Thai market is the rapid ongoing restructuring of the automotive aftermarket parts and accessories distribution system. Increasingly, large multinational firms such as B-Quik (Ford) and Cockpit (Bridgestone), are establishing nationwide networks of automotive service centers and new entrants such as AutoBacs (Autobacs/Japan) have joined established firms such as MaxAutoExpress (Makro/Netherlands) in building large auto parts retail stores. What this means for new to market companies is that success in developing access to major distributors and service providers can quickly lead to making products available throughout the country. In addition to this development, there is also a

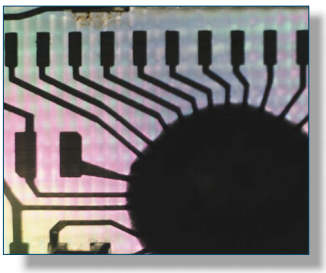


rapid expansion of supercenters and hypermarkets, similar to Costco and Wal-Mart in the U.S., in metropolitan Bangkok and other major population centers. This means more sales through this new channel for automotive accessories in large commercial stores rather than in specialized automotive stores. Because the expansion of franchised service centers and supercenter stores is relatively new in Thailand and has been well received, this trend is likely to continue for the foreseeable future.

There are two key points for U.S. firms to remember when looking to sell into the aftermarket in Thailand. First, an existing vehicle base consisting of more than 90 percent Japanese make vehicles dominates the Thailand automotive marketplace, particularly for aftermarket products. Thus, for automotive products and parts to succeed in Thailand, they must be in conformity with Japanese vehicles that are sold in Thailand. Secondly, the Thai market has historically been dominated by sales of one-ton pickup trucks, with such pickups still constituting more that 50 percent of sales. Both of these situations are slowly changing, as major facilities of GM and Ford have established production in Thailand and as overall production and consumption become less-oriented by pickup trucks to include sedans and SUVs. However, for the time-being aftermarket products must be marketed to the existing vehicle base in Thailand.

American companies that are interested in further exploring the various opportunities in the Thai automotive market, are invited to participate in the U.S. Department of Commerce's Automotive Trade Mission to the ASEAN countries of Thailand, Malaysia, Indonesia, and the Philippines, April 1-13, 2001.

To obtain further information on the ASEAN automotive trade mission, contact: Jeffrey Dutton, Office of Automotive Affairs, Email: Jeffrey_Dutton@ita.doc.gov. To obtain information on the Thai market or to utilize one of the many in-country services of the Commercial Service, please contact: David Gossack, Commercial Attaché, The Commercial Service, Bangkok, Thailand, Email: David.Gossak@mail.doc.gov



INFORMATION TECHNOLOGY MARKET ANALYSIS

EXPORTIT ASIA AND SOUTHERN AFRICA

By Tu-Trang Phan, John Henry, Raymond Cho and Daniel Edwards

Information Technologies Industries, Trade Development

Trade Development's Office of Information Technology Industries (ITI) and the Office of Telecommunications Technologies have jointly produced market studies on selected countries directed toward U.S. small and medium-sized exporters in these sectors. ITI industry specialists, with the support of the U.S. Commercial Service, conducted the research for the studies in each country. Knowledgeable sources were interviewed on site in both the public and private sectors. To date, studies have been completed on selected markets in Europe, Latin America, Asia and Africa. The studies can be found at the following web sites: http://ExportIT.ita.doc.gov and http://Telecom.ita.doc.gov. The following are excerpts from the two most recently completed studies on markets in southern Asia and Africa.

ASIA

Asia has become a significant IT and telecommunications market. Regional demand is expected to reach nearly $111 billion by the end of 2000, with IT equipment representing 76 percent of this total. Japan is by far the largest country market, followed distantly by China, Singapore and South Korea. China is currently the fastest growing telecommunications market in the world and is projected to surpass the United States as the world's largest telecommunications market within a few years. Demand for IT and telecom equipment in Asia is estimated at over $100 billion in 2000, representing about 25 percent of the world total. The use of the Internet is also growing quickly in Asia. Active adult Internet users in Asia will reach about 38 million by 2001, and the user base in this region should more than double to 96 million, or 26 percent of the world total by 2003. Key factors driving Internet usage and electronic commerce (e-commerce) growth include: telecommunications deregulation and the build-out of the telecommunications and Internet infrastructure, which are resulting in lower user fees; declining prices in information technology and telecommunications equipment; a growing array of e-commerce software applications; and a recognition that e-commerce can lower costs and raise operational efficiencies. By 2004, the Asia-Pacific region is expected to represent 20 percent of worldwide online spending, with e-commerce revenues reaching $1.6 trillion.

A study measuring the relative preparedness for the Internet era of 60 nations around the world published in May 2000 by the E.I.U. e-business forum showed that the e-business readiness ratings of Asian countries vary widely (see table). Singapore and Hong Kong ranked in the top ten while many of the remaining Asian nations were situated in the middle of this list. India, China and Vietnam were among the least prepared. The number of computers in use in this

region has nearly quadrupled from 1993 to 2000 and is projected to grow in excess of 120 percent through 2005 in several of these nations and as much as 291 percent in India and 228 percent in China. Computer penetration in the region ranges from 44 percent in Singapore down to around one percent in China and India. Internet use is expanding rapidly as well. The number of Internet dial-up accounts in Asia totaled 14.8 million in 1999 and should reach around 105 million by 2004, a growth of 605 percent. China is expected to have more than 80 percent of these accounts.

Telecommunications deregulation has been an important factor contributing to the growth of the Internet and e-commerce applications in Asia and the creation of new opportunities for vendors and investors. Many Asian countries are signatories to the WTO Agreement on Basic Telecommunications Services and have made substantial market opening commitments. Competition in telecommunications has spurred the pace of infrastructure deployment and led to lower prices and the introduction of a variety of new services. As these benefits have become apparent, several Asian countries have accelerated the implementation of their market opening commitments.

Wireless services have been especially popular in Asia. Many countries have wireless penetration ratios exceeding 50 percent of their population, and in several Asian countries, including Japan, Hong Kong, Singapore, South Korea and Taiwan, wireless subscribers outnumber wireline subscribers. China and Japan are currently the second and third largest mobile phone markets in the world, and China is expected to surpass the United States as the world's largest mobile phone market in the near future.

A recent study by the International Telecommunications Union reveals that Asia offers tremendous potential for further growth in the telecommunications sector. Although Asia represents about 60 percent of the world's population, it currently accounts for only about one third of the world market for telecommunications. Many Asian countries have telephone density rates of less than ten phones per hundred inhabitants and several have yet to achieve a teledensity of even one phone per hundred inhabitants.

SOUTH AFRICA AND BOTSWANA

Southern Africa is a region of tremendous needs, vast potential and future commercial opportunities for those telecommunications and IT companies that have the vision and long term commitment to enter these markets. In general, Southern Africa is also an area about which, unfortunately, mainstream news reports inevitably focus on conflicts, crises or natural disasters. The political and economic transformations underway that will bring great changes to Southern Africa during the coming decade are less well understood. While daunting challenges and problems remain, there is a general acceptance in the region of the urgent need to expand the telecommunications networks and develop creative IT solutions.

South Africa has a $5 billion IT and telecom market (1999) that is the largest on the continent and is ranked 20th in the world. It is clearly larger and more developed than those of its regional neighbors and accounts for nearly 40 percent of all IT spending in the greater Africa and Middle East region. However, the country faces many of the same challenges as the other markets. These challenges include: how to further privatize and introduce competition into its market; how to expand network access to geographical areas and populations with no such access today; and how to develop and implement IT solutions that will promote the social development of all citizens as well as allow businesses to operate more productively. Botswana is also atypical of many African countries in that it has a small population and a relatively high standard of living for a large section of its populace. Its average annual GDP growth rate of 9.2 percent from 1966 to 1997 exceeded that of South Korea (7.3 percent) and China (6.7 percent). Botswana too is considering how best to leverage the possibilities of new communications technologies. Sales of computer hardware and software products in Botswana increased from $20.9 million in 1997 to $26.2 million in 1999.

Many areas of the IT markets of Southern Africa have yet to be developed. Companies new to these markets will be true pioneers. In many cases, it is difficult to predict just when and to what extent particular IT solutions will work in the marketplace. Certain sectors of South Africa's business and residential markets are likely to follow, but lag current trends in Europe and the United States. Electronic commerce, for example, is still an idea, with limited, if

E-Business Readiness Ratings of Major Asian Nations

Rank	Country	Business Environment (1)	Connectivity (2)	E-Business Readiness (3)
8	Singapore	8.55	8	8.3
9	Hong Kong	8.52	8	8.3
21	Japan	7.43	8	7.7
24	South Korea	7.3	7	7.2
27	Taiwan	8.13	5	6.6
28	Thailand	7.27	5	6.1
32	Malaysia	6.91	5	6
38	Indonesia	6.16	5	5.6
46	Philippines	6.72	3	4.9
50	India	5.97	3	4.5
51	China	5.88	3	4.4
54	Vietnam	5.3	3	4.2

* Rank out of 60 nations
(1) Measures the expected attractiveness of the general business environment over the next five years, taking into consideration 70 different indicators such as strength of the economy, outlook for political stability, the regulatory climate, taxation policies, and openness to trade and investment.
(2) Takes into account the state of the existing telephone network and other factors that affect Internet access such as dial-up costs and literacy rates.
(3) A proxy for judging a country's relative preparedness for the Internet era. It is the country's average score across the two previous measures.

Source: The E.I.U. ebusiness forum, May 4, 2000

any, real-world applications, in much of that region. But as the telecom infrastructure is rolled out and as use of the Internet takes hold and expands, the market for IT-related products and services will grow accordingly.

In telecommunications, typical opportunities include establishing a joint venture to provide telecom services, often in response to a formal bidding process, and selling all types of telecommunications equipment (switches, optical fiber, satellite earth stations, cellular phones, etc.) to both government-owned and newer privately-held companies. In the IT sector, around 40-60 percent of Botswana and South Africa's markets are comprised of public-sector sales. There is strong demand for enterprise-class systems and integration services, as well as networking equipment and Internet-related software and services. Growth in the personal computer market for small to medium-sized businesses is robust. For U.S. small and medium-sized information technology companies, local experts suggest that partnering with an established African firm is one of the best routes to penetrate the market. Other options include the use of agents and distributors for selected products.

Opportunities exist for technology product and service exports both in Asia and Africa but these opportunities must be examined in the context of the market as a whole. Market research is sometimes the most valuable tool that companies can have when entering a new market and the ExportIT studies provide in depth analytical analysis of world potential for information technology exports.

IN VIETNAM, A PUSH FOR A CLEANER ENVIRONMENT

by George Litman

Office of Environmental Technologies Industries, Trade Development

With many ongoing projects for pollution abatement funded by international organizations, Vietnam presents opportunities for U.S. exporters of environmental technology.

The 1997 Asian economic crisis triggered a slowdown in economic reforms that resulted in a drop in domestic demand throughout Asia. Three years later, Vietnam's economy appears to be on the road to recovery. The Vietnamese government, concerned about the effects of the regional economic crisis on the Vietnamese economy and the implications of slower growth and investment, has engaged in extensive efforts at legal and administrative reform. Key reforms include laws that are designed to inspire economic growth and foreign investment.

This reform effort dates to 1986, when the government of Vietnam set the goal of becoming an industrialized and modernized country by 2020. To achieve this, the government adopted policies that encouraged foreign investment and simultaneously sought to increase output of domestic industries. The effects were dramatic: from 1991 to 1997, Vietnam experienced extraordinary growth. Annual GDP growth averaged 8 percent during this period, making Vietnam the second fastest growing economy in Asia after China.

Along with the benefits of industrialization, however, came the costs, including degradation of the country's environment. Many enterprises use outdated pollution abatement equipment or second-hand imports, which generate higher levels of pollution. Wastewater goes untreated and is dumped into local waterways. And much of the existing infrastructure in the country's two largest cities, Hanoi and Ho Chi Minh City, has remained unchanged since being built early in the last century.

OVERSEAS DEVELOPMENT ASSISTANCE THE PRIME DRIVER

The market for environmental technologies in Vietnam today is being driven primarily by overseas development assistance (ODA). Today there are 173 ongoing environment projects in Vietnam, funded by 36 donors. The total financial commitment of these projects is over $1.4 billion. Multilateral donors fund 48 of these projects with 125 funded by bilateral ODA. In the pipeline are 57 projects valued at over $770 million. ODA commitments to the environment sector have increased six-fold since 1995.

U.S. bilateral aid to the sector has been relatively slow in coming. This is largely because the focus of U.S.-Vietnam bilateral relations over the past five years has been on re-establishing diplomatic ties and normal trade relations. In general, U.S. policy on bilateral aid has shifted away from big-project funding in recent years, so it is unlikely that U.S. grants to environment projects in Vietnam will ever reach the levels provided by European countries.

However, projects funded by multilaterals such as the World Bank, the Asian Development Band (ADB), and the U.N. Development Program (UNDP) offer significant opportunities for U.S. firms. Several American companies

have bid successfully for consulting contracts to ODA funded projects, among them Parsons, Black and Veatch, and Camp Dresser McKee.

A new source of financing for U.S. companies has recently become available via the Overseas Private Investment Corporation (OPIC). OPIC provided its first financial support to a U.S. investment project in Vietnam in December 1999, and is looking to play a more active role in supporting U.S. companies in Vietnam following this initial loan. The U.S. Export-Import Bank has established offices in Vietnam but to date has not provided any funding.

WATER TREATMENT A BIG PRIORITY

Vietnam's most pressing environmental problems are providing clean water and reducing the population's exposure to polluted water. Less than 40 percent of the population has access to potable water. Most of Vietnam's largest companies dump wastewater untreated into canals, streams, and rivers. Opportunities exist for U.S. exporters of equipment related to water supply, purification and treatment. The most commonly imported equipment used for water supply and treatment includes industrial and household pumps, motors, filters, aerators and water purification equipment/systems. Very little of this equipment is produced domestically, and local consumers are familiar with the advantages of international brands. U.S. brands are generally recognized in the local market for their quality and durability.

Vietnam is just starting to tackle its air pollution and hazardous waste problems. The country's first comprehensive studies on the effects of these forms of pollution are underway or in the planning stages. The best opportunities in these sectors are for vendors of monitoring and analysis equipment, as well as for companies that can undertake air quality and hazardous waste studies.

SELLING TO LOCAL GOVERNMENT

An interesting niche market for environmental technologies in Vietnam is the local one, including regional environmental service companies and research institutions. These organizations are part state-owned enterprise, part academic institution and part government ministry. They can be responsible for everything from issuing environmental impact assessments, to environmental monitoring, to selling pollution control equipment to foreign enterprises.

While sales volumes to these uniquely Vietnamese conglomerates may be less than to ODA-funded projects, they have proven to be a consistent market. In addition to purchasing imported pollution-control equipment, these institutions have been consistent buyers of monitoring and analysis equipment. They import equipment for taking and analyzing soil, water and air samples, as well as laboratory equipment such as pH meters, spectrophotometers and centrifugal machines.

To bid successfully on contracts funded by Vietnamese companies, it is essential to develop strong relationships with the government ministries administering the tender, as well as with the end client (often a provincial or city government). In addition, a willingness to be flexible and to work in a legal environment, which is less secure than those of developed countries, can be helpful in both establishing strong relationships and in securing contracts.

FOR MORE INFORMATION

The U.S. Department of Commerce's Office of Environmental Technologies will be releasing soon a report on Vietnam as part of its "Environmental Technologies Export Market Plan" series. The report will provide an in-depth analysis on individual environmental sectors. If you would like a copy of the report, contact George Litman at (202) 482-0560 or via fax at (202) 501-7909. www.environment.ita.gov

Two additional contacts are:

The U.S.-Asia Environmental Partnership (US-AEP).
Jim Carlson, Director, US-AEP Vietnam
Tel: (84 4) 831-4607
Fax: (84 4) 831-4535.

Asia Development Bank (ADB)
Denny Barnes, Director,
Commercial Liaison Office
Tel: (63 2) 895-3020
Fax: (63 2) 890-9713.

Ten Largest Ongoing Development Projects in Vietnam

Project Title	Sector	Donor Agency	Total Budget (thousands of dollars)
Transmission, Distribution & Disaster Rehabilitation Project	Energy Efficiency	World Bank	199,000
Power Sector Rehabilitation & Expansion Project	Energy Efficiency	World Bank	165,000
Ha Noi Urban Infrastructure Development Project	Urban Planning	Overseas Economic Cooperation Fund	107,000
Three Cities Sanitation Project (Ha Long, Da Nang & Hai Phong)	Urban Planning	World Bank/ International Development Association	80,500
Irrigation & Flood Protection Rehabilitation Project	Disaster Management	Asian Development Bank	76,500
Second Provincial Towns Water Supply & Sanitation	Urban Planning	Asian Development Bank	69,000
Ha Noi Drainage Project for Environment Improvement	Urban Planning	Overseas Economic Cooperation Fund	68,349
Red River Delta Water Resources Sector Project	Watershed	Asian Development Bank	60,000
Fisheries Infrastructure Improvement Project	Fisheries	Asian Development Bank	57,000
Forestry Sector Project	Forestry	Asian Development Bank	33,000

Source: U.N. Development Program.

UPCOMING TRADE EVENTS

MARCH - JULY 2001

DATES	EVENT	LOCATION
March 6-8, 2001	COMDEX Paris COMDEX Paris is France's leading IT Internet and Telecomm marketplace and the top venue for companies wishing to enter the French market in these sectors. CS Paris is organizing a U.S. Pavilion at COMDEX Paris which will attract over 50,000 visitors. CS Paris will also provide matchmaking and other services participating in the U.S. Pavilion.	Paris, France
March 6-8, 2001	Aquatech Asia 2001 Aquatech Asia 2001 is the leading show in Asia on water technology, products and services. It provides the gateway to the Asian water works and industrial water and wastewater markets. The organizers of Aquatech Asia 2001 are bringing the forth edition of this leading Asian water event to Bangkok where a rapidly developing market will be the perfect host to the Asian water marketplace.	Bangkok, Thailand
March 8, 2001	Conference on EU-Funded Infrastructure Project Opportunities This seminar, hosted by the U.S. Commercial Service in Frankfurt with PriceWaterhouseCoopers, will introduce participants to EU financing experts from Brussels and regional economic development entities, identifying infrastructure and developmental projects for international competition in Europe valued at $230 billion.	Frankfurt, Germany
March 11-17, 2001	District Heating Mission to Russia This mission is in support of the Administration's International Clean Energy Initiative, which aims to develop a dynamic trade promotion program that emphasizes the positive contribution that American companies and U.S. exports can make to a cleaner environment and energy efficiency.	Moscow, St. Petersburg, Russia
March 15-17, 2001	International Exhibition of Security Systems and Devices U.S. Product Literature Center The International Exhibition of Security Systems and Devices is Estonia's premier fire, safety and security event. The market for fire, safety and security equipment has increased some five times over last year.	Tallinn, Estonia
March 18-25, 2001	Franchising Matchmaker Trade Mission The U.S. Department of Commerce's Export Promotion Services' Matchmaker Program, in cooperation with the International Franchising Association, is organizing a Franchising Trade Delegation to Auckland, New Zealand, and Melbourne and Sydney, Australia. The Matchmaker will focus on locating master franchises and area developers in these markets.	New Zealand, Australia
March 18-22, 2001	IDEX 2001 Defense Exhibition This event has grown in size and importance to become the premier defense trade show serving the Gulf States, Middle East, Mediterranean and Asia. The six national Gulf states are expected to spend $60 billion on defense over the next five years. Over 20,000 military and business visitors will attend plus official military delegations from 55 countries.	Abu Dhabi, U.A.E.
Mar 24-26, 2001	Expozoo '01 Pavilion Expozoo is one of the major industry shows in Europe this year. 2001 will mark Expozoo's twelfth year and the fifth year for the U.S. Pavilion, organized by the Commerce's Office of Consumer Goods. France is considered to be the largest single country market in Europe for pet products and foods.	Paris, France
Mar 27-29, 2001	JEC '01 This JEC Composites Show is the most important business meeting point in the composites sector in Europe. Participants come from all over the world to exhibit their innovative composite applications, techniques and products, used in a wide variety of sectors such as aeronautics, transportation, medicine, sports and leisure, chemical engineering, building and construction and electronics.	Paris, France
Mar 30 - April 2, 2001	Salon de la Franchise (International Franchising Show) This event is Europe's foremost in the franchising sector and the place for companies seeking master franchisors and franchisees, both in France and the rest of Europe.	Paris, France

INDUSTRY	CONTACT INFORMATION
Information Technology, Internet and Telecom	Charles Defranci Email: Charles.Defranci@mail.doc.gov Tel: (33 01) 4312-2863
Water technology, products and services	George Litman Email: George_Litman@ita.doc.gov Tel: (202) 482-5225
Construction	Peter Alois Email: Peter.Alois@mail.doc.gov Tel: (49 69) 956-2040
District heating equipment	Rachel Halpern Email: Rachel_Halpern@ita.doc.gov Tel: (202) 482-4423
Fire, safety and security products and equipment	Howard Fleming Email: Howard_Fleming@ita.doc.gov Tel: (202) 482-5163
Franchising	Sam Dhir Email: Sam.Dhir@mail.doc.gov or Tel: (202) 482-4756
Defense Technology	Chandran Vengayil Email: Chandran.Vengayil@mail.doc.gov Tel: (971 2) 627-3666
Pet Products and Foods	Edward Kimmel Email: Edward_Kimmel@ita.doc.gov Tel: (202) 482-3640
Composites	Stephanie Pencole Email: Stephanie.Pencole@mail.doc.gov Tel: (33 1) 4312-2938
Franchising	Rose Marie Faria Email: RoseMarie.Faria@mail.doc.gov Tel: (33 1) 4312-2149

HIGHLIGHTED EVENTS

TELECOM/INFORMATION TECHNOLOGIES MATCHMAKER TRADE DELEGATION

NEW DELHI, HYDERABAD AND MUMBAI, INDIA FEBRUARY 26-MARCH 2, 2001

The U.S. Department of Commerce's Export Promotion Services Matchmaker Program, in cooperation with the Offices of Telecommunications Technologies and Information Technologies, will lead a Telecom/IT Matchmaker Trade Delegation to New Delhi, Hyderabad and Mumbai, India, February 26-March 2, 2001. The Matchmaker will target the IT sector. The focus of the delegation will be to match U.S. companies with qualified agents, distributors, representatives, licensees and joint venture partners in telecom and the IT industry.

Yvonne Jackson, Matchmaker Trade Delegation Program
U.S. Department of Commerce, Room 2012
Washington, D.C. 20230
Tel: (202) 482-2675 • Fax: (202) 482-0178
Email: Yvonne.Jackson@mail.doc.gov

CHINA INTERNATIONAL ELECTRONIC COMMERCE SUMMIT

BEIJING, SHANGHAI, HONG KONG & GUANGZHOU APRIL 3-11, 2001

China will become Asia's (excluding Japan) largest IT market this year, second only to Japan, according to International Data Corporation. China's purchases of IT hardware, software and services are now nearly $14 billion and should triple by 2004.

Internet use in China is becoming more widespread for people of lower income and educational levels and will grow faster than any other nation in the Asia-Pacific region in the near future. The number of Chinese Internet users will increase 63 percent annually to 51.2 million in 2004, according to a recent IDC study. The Chinese government's Five-Year Plan 2001-2005 will address development of the information industry for the first time.

E-businesses in China are multiplying almost as rapidly as Internet users. The Chinese Ministry of Information Industry estimates now at least 1,100 e-commerce firms are in operation — more than 600 are online stores. Two new e-commerce firms are set up each day. According to MII, the volume of online shopping last year reached $42 million.

Contact: Tu-Trang Phan.
Tel: (202) 482-0571
Email: Tu-Trang_Phan@ita.doc.gov
http://exportit.doc.gov

DATES	EVENT	LOCATION
April 24 - 26, 2001	TECHTEXTIL Throughout the world, Techtextil is not only the largest but also the most successful trade fair of its kind. With growth rates of 30 percent for exhibitors and visitors alike, the international trade fair for technical textiles and nonwovens was once again able to extend its influence significantly in 1999. In 1999 Techtextil Frankfurt attracted 711 exhibitors from 36 countries.	Frankfurt, Germany
April 29 - May 3, 2001	Environmental Technologies Matchmaker Trade Delegation The U.S. Department of Commerce's Matchmaker Program, in cooperation with the Office of Environmental Technologies Industries, is organizing an Environmental Technologies Matchmaker Trade Delegation to Egypt, Israel, and Jordan. The Matchmaker will target the environment technologies industry and focus on matching participating U.S. companies with qualified agents, distributors, representatives, licensees and joint venture partners in these markets.	Egypt, Israel, Jordan
May 14-15, 2001	High Tech Solutions Matchmaker This high-profile matchmaker will focus on the booming French market for information technology, Internet and telecommunications products and services.	Paris, France
May 15-17, 2001	NOW 2001 (Telecommunications) Australia's premier event for e-business, information technology, networking, telecommunications and wireless, will bring together leading exhibitors and speakers from around the world to demonstrate and discuss, buy and sell the latest systems, services, trends and ideas. Over 250 exhibitors and 15,000 visitors are expected to attend NOW 2001.	Sydney, Australia
May 22, 2001	Export Licensing and Export Enforcement Speakers from the Commercial Service, the Bureau of Export Administration and Export Enforcement will discuss recent changes to regulations governing export controls.	Portsmouth, New Hampshire
May 25-27, 2001	Australian Automotive Aftermarket Exhibition The Australian Automotive Trade Fair 2001 marks the 25th anniversary of this event. The Department of Commerce will be hosting a catalog show that will allow U.S. companies to participate in this event without the expense of physically exhibiting in Sydney.	Sydney, Australia
May 29 - June 1, 2001	Australia's International Engineering Exhibition (AIEE 2001) The Australia International Engineering Exhibition (AIEE) is Australia's largest manufacturing show. It is part of National Manufacturing Week 2001, which incorporates AIEE and ICEX, the annual exhibition of instrumentation and control. National Manufacturing week is Australia's premier marketplace for every aspect of the manufacturing process.	Melbourne, Australia
June 6-8, 2001	Expo Medica Hospital 2001 Expo Medica Hospital is an increasingly important medical show, attracting high-quality exhibitors and visitors from major subsectors. In 2000, there were 7,000 visitors, with 139 companies from 23 countries exhibiting.	Mexico City, Mexico
June 12-13, 2001	RepCan 2001 The RepCan Matchmaker and Exhibition, a customized program based on the objectives of U.S. companies, is open to export-ready American firms in any industry sector. If you are looking for a representative, agent, distributor, strategic alliance partner or just to explore the Canadian market, RepCan is for you.	Toronto, Canada
July 16-20, 2001	Safety and Security Matchmaker to Mexico The U.S. Department of Commerce's Export Promotion Services' Matchmaker Program, in cooperation with the Security Industry Association will be leading a Safety and Security Matchmaker Trade Delegation to Tijuana and Mexico City, Mexico. The objective is to find potential agents, distributors and end users in the safety and security market.	Mexico City, Mexico
July 21-24, 2001	ISPO Summer 2001 Product Sample/Literature Center Excellent opportunities exist for the U.S. Sporting goods industry in the German and European sports market. Germans spent $7.5 billion for sporting goods and sporting fashions in 1999. Germany's 82 million inhabitants have traditionally been active sports enthusiasts.	Munich, Germany

INDUSTRY	CONTACT INFORMATION
Industrial Fabrics	Monica Montavon Email: Monica_Montavon@ita.doc.gov Tel: (202) 482-2257
Environmental Technologies	Yvonne Jackson Email: Yvonne.Jackson@mail.doc.gov Tel: (202) 482-2675
Telecommunications /Information Technology	Myrline Mikal-Goide Email: Myrline.Mikal-Goide@mail.doc.gov Tel: (33 1) 43 12 29 80
Telecom Equipment	Elly Bartak Email: Elly.Bartak@mail.doc.gov Tel: (61 3) 9526-5928
General Export Information	Anka Verweij-Jacobs Email: Averweij@dred.state.nh.us Tel: (603) 334-6074
Automotive Parts/Service Equipment/Auto mobiles/Light Trucks and Vans	Jeffrey Dutton Email: Jeffrey_Dutton@ita.doc.gov or Tel: (202) 482-0671
General Industrial Equipment/ Supplies	John Kanawati in Australia Email: John.Kanawati@mail.doc.gov Tel: (61 2) 9373-9207 or Richard Reise in the U.S. Email: Richard_Reise@ita.doc.gov Tel: (202) 482-3489
Medical	Lisa Huot Email: Lisa_Huot@ita.doc.gov Tel: (202) 482-2796
Trade Promotion	Madellon Lopes Email: Madellon.Lopes@mail.doc.gov Tel: (416) 959-5419
Security and Safety Equipment	Monica McFarlane Email: Monica.McFarlane@mail.doc.gov Tel: (202) 482-3364
Sporting goods equipment and apparel	Ludene Capone Email: Ludene_Capone@ita.doc.gov Tel: (202) 482-2087

TRADE EVENTS SCHEDULE

AUTOMOTIVE PARTS AND ACCESSORIES DEALMAKER

HAMILTON, ONTARIO, APRIL 18-19, 2001

The U.S. Commercial Service in Toronto will host an Automotive Parts and Accessories Dealmaker in Hamilton, Ontario on April 18-19, 2001. This trade event is designed to coincide with the Canadian Automotive Parts Manufacturers Association (APMA) Annual Conference and Exhibition. Located in the heart of the automotive corridor of Canada, the APMA event is an ideal forum for U.S. companies to evaluate current business practices, exchange ideas, and obtain valuable market information on current trends, new technologies and the latest in automotive product and services. CS Toronto will have space on the exhibition floor to conduct one-on-one appointments and to promote the U.S. participant's product and services.

U.S. companies that offer automotive aftermarket products and services and automotive tools and service equipment will be well suited for this trade event.

Contact: Madellon C. Lopes, Project Manager
U.S. Commercial Service, Toronto
480 University Avenue, Suite 602
Toronto, ON M5G 1V2
Tel: (416) 595-5412, ext. 227
Fax: (416) 595-5419
Email: Madellon.Lopes@mail.doc.gov

WOMEN IN TRADE BUSINESS DEVELOPMENT MISSION

MILAN, ITALY & ATHENS, GREECE MAY 20-24, 2001

Women in Trade Business Development Missions focus on women owned or managed businesses. This WIT mission targets Italy and Greece, two strong U.S. export markets and both good locations for business throughout southern Europe and the Mediterranean. The WIT mission will coordinate with the Sixth Global Women's Forum in Athens, sponsored by the Euro-American Women's Council. Women in Trade missions enjoy the support of the National Association of Women Business Owners, the Organization of Women in International Trade and similar organizations. WIT missions are open to all business executives without restriction.

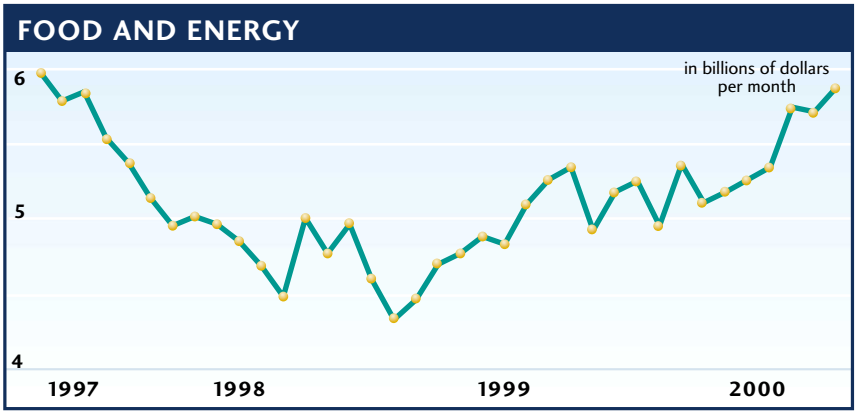
Italy and Greece provide a wealth of business opportunities for U.S. companies in their well-developed industrial sectors as well as in business services. Italy's GDP is more than $1 trillion with annual real growth of 3.9 percent. American companies supply some $10 billion worth of goods to Italy every year. Greece's GDP is $124 billion, and sales of American goods reached $1 billion last year. Prospects are especially promising in information technology, health care equipment, telecommunications, franchising and environmental technologies.

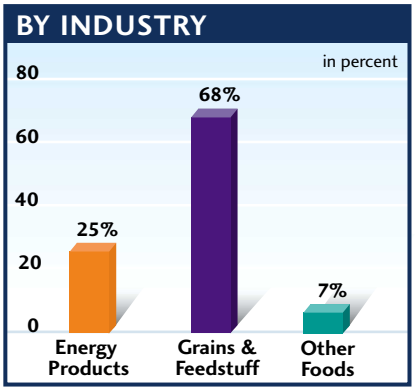
Contact: Loretta Allison
Tel: (202) 482-5479.
Email: Loretta_Allison@ita.doc.gov

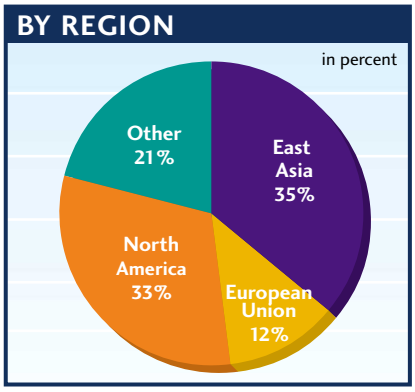
A LOOK AT U.S. EXPORTS

FOOD AND ENERGY

Exports have recovered nicely, increasing by nearly a quarter over 18 months. Higher prices for refined petroleum products account for a substantial portion of the gain.







MATERIALS

Foreign sales, which were on a plateau throughout the first half of 1999, have nevertheless climbed 25 percent over the last year and a half. All of the major categories contributed to this performance.

Monthly data are seasonally adjusted.

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

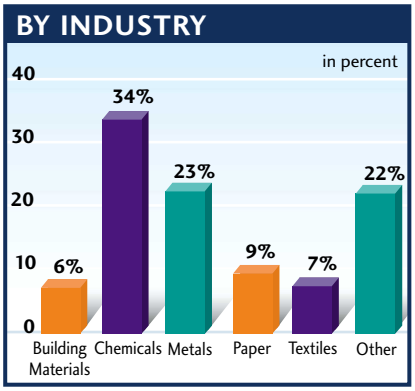
North America: Canada and Mexico.

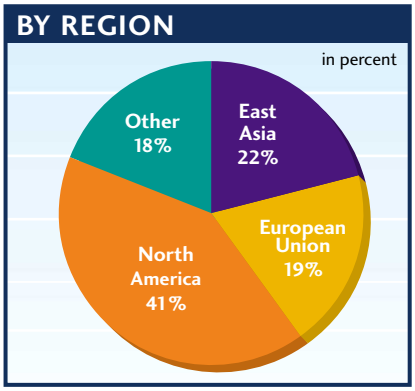
European Union: Austria, Belgium, Denmark, France, Finland, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and United Kingdom.

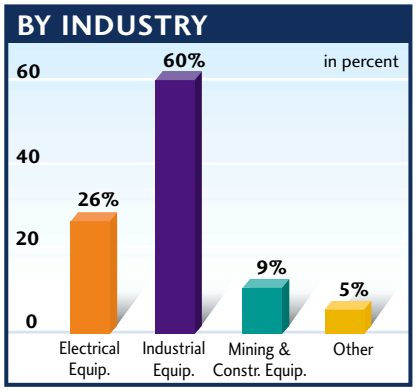
East Asia: China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan and Thailand.

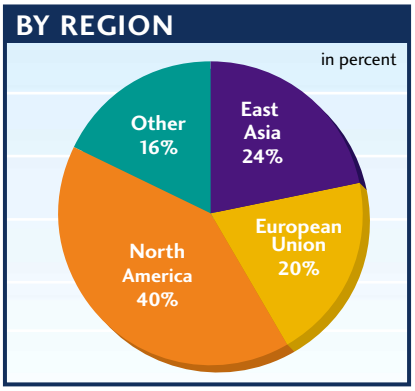
The chart showing exports of services by region is based on data for calendar year 1999. Other charts showing product mix and geographic destination are based on data for the 12 months ending with October 2000.

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



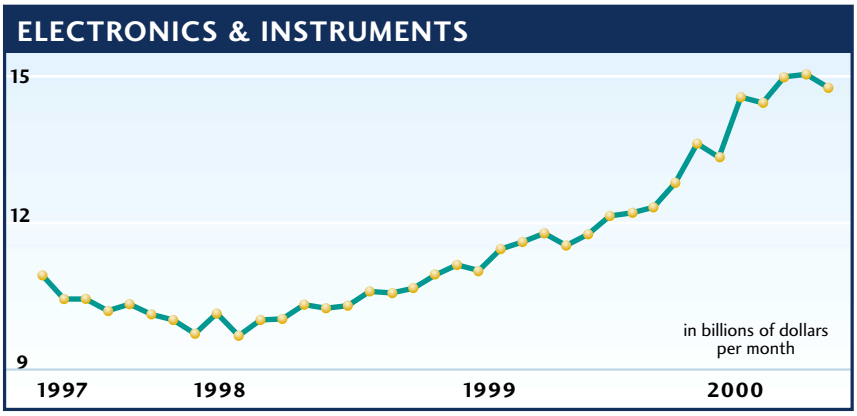


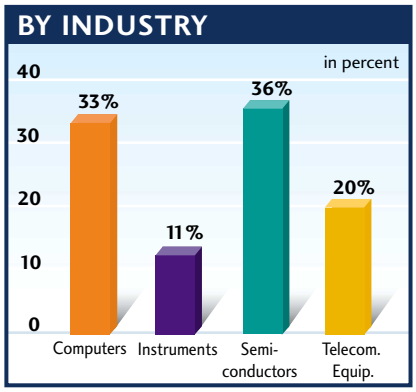


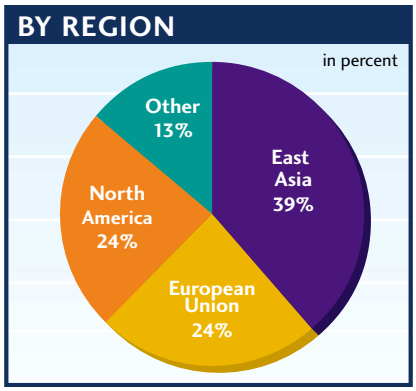


MACHINERY

Exports continue the clear recovery which began a year and half ago, and have increased by more than a quarter over that time. The gains have been shared among all of the major types of machinery.





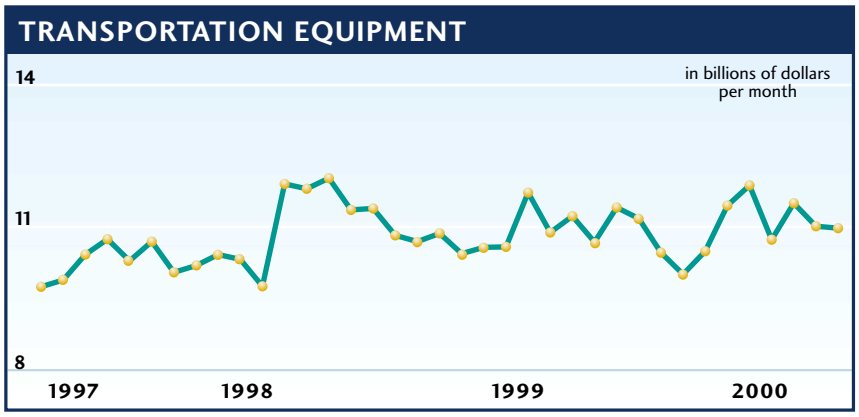


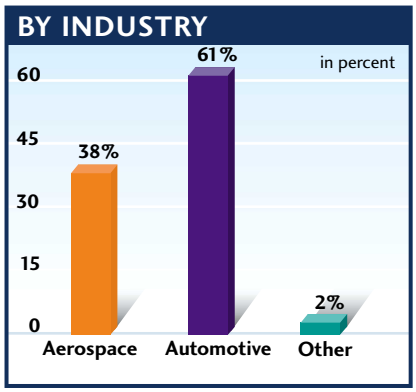
ELECTRONICS & INSTRUMENTS

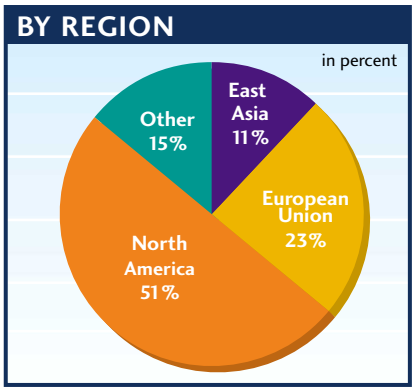
This sector began its recovery in foreign markets earlier, with exports growing by more than 40 percent over the past two years. Shipments abroad of computers, semiconductors, telecommunications equipment and instruments have all risen significantly over this period.

TRANSPORTATION EQUIPMENT (CIVILIAN)

Exports have been fluctuating with little clear trend, and are down by 7 percent over two years. Most of the variation has been in foreign sales of civilian aircraft.

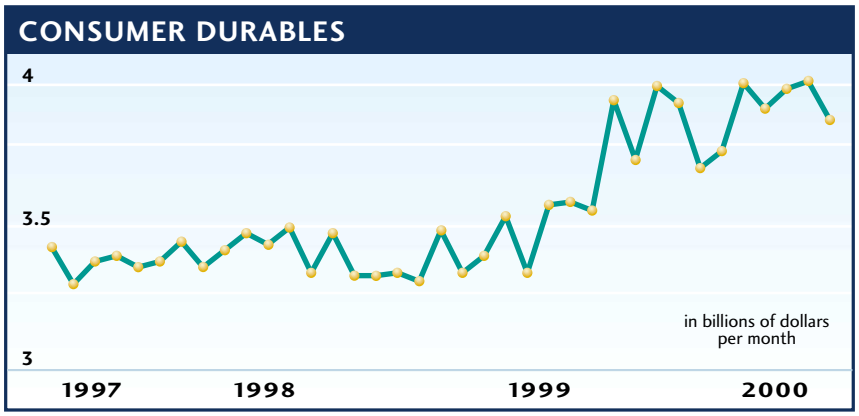


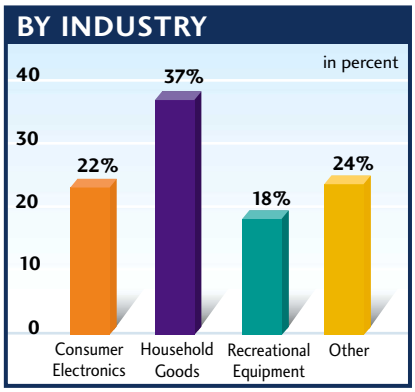


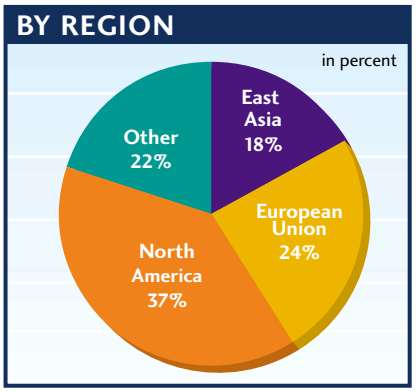


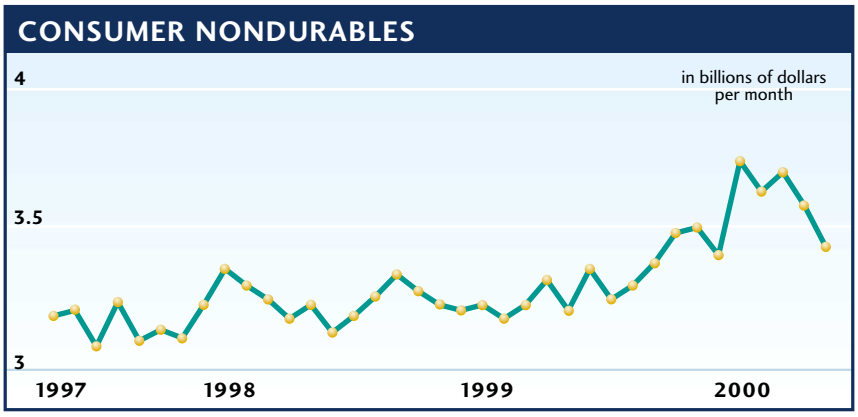
CONSUMER DURABLES

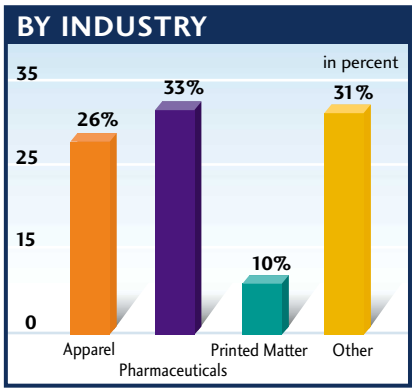
Sales abroad have trended upward over the past year, emerging from a plateau pattern. All of the major categories, with the exception of recreational equipment, have seen export gains during this time.

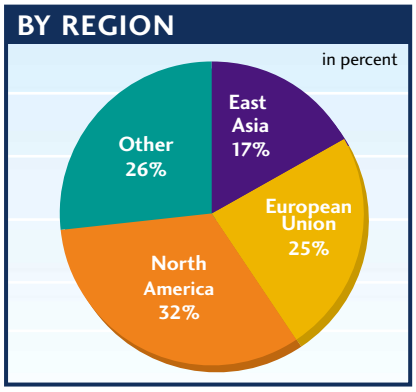






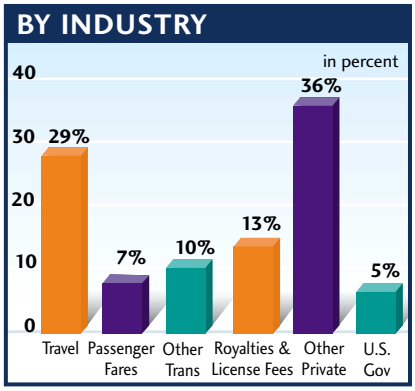


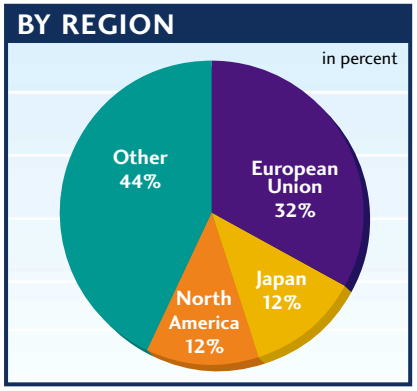




CONSUMER NONDURABLES

Exports are down 8 percent over the past 4 months, largely offsetting the increases made earlier in the year. Lower pharmaceutical sales account for the bulk of the decline.





SERVICES

Foreign sales have leveled off over the past six months. Travel revenues in particular have declined during this period.

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.

THE INFORMATION TECHNOLOGY MANAGEMENT PLANNING TOOL

By Jack McPhee, Timothy Miles, Tu-Trang Phan and Raymond Cho
Office of Information Technology Industries, Trade Development

Trade Development's Office of Information Technologies under the Deputy Assistant Secretary for Information Technology Industries (ITI) has created a CD-ROM-based tool which provides an interactive database for managers of small and medium-sized organizations to examine their IT usage. The product is called the Information Technology Management Planning Tool or IT Tool, for short. The IT Tool was the result of the office's experience in 1999 with a similar CD-ROM-based tool that dealt with the Year 2000 computer problem. The so-called Y2K Tool was available in English and eleven other languages and it was directed toward small to medium-sized organizations. It was very popular with users because it gave them a logical structure to address the Y2K problem in their organizations. The office distributed over 300,000 copies of this CD worldwide.

The Y2K problem highlighted the importance of IT investment to the successful operations of governments and businesses. The ITI staff concluded that a useful successor to the Y2K Tool would be a product that helped management of small to medium-sized organizations review their current IT investment and plan for additional investment. They designed the Tool to encompass a wide variety of IT investment situations from standalone PCs to e-business and e-commerce applications. The IT Tool is directed toward senior management, and it ties IT investment into an organization's mission, goals and core functions.

Additional explanatory materials are on the CD-ROM, including a video on the benefits of IT, a voice-over guide to each element of the Tool, a users manual, a video and presentation on critical infrastructure protection, and Internet links to appropriate informational sites. The CD-ROM loads automatically on a PC when it is inserted in a drive and presents a menu of options.

The Tool itself has four phases:

PHASE 1 links an organization's mission, goals and core functions in a priority ranking;

PHASE 2 creates an inventory of existing IT systems and links them to the organization's core functions;

PHASE 3 assesses an organization's readiness for use of the Internet and electronic commerce applications and provides e-business and e-commerce options;

PHASE 4 offers a cost/benefit analysis framework for managers to estimate the resources required to implement new IT projects.

Evaluation copies of the CD have been distributed throughout the world and reaction from the recipients has been very favorable. A Spanish version of the CD is slated to be ready by the beginning of February 2001.

Information Technology Industries is currently discussing partnerships with U.S. IT suppliers to support the translation of the CD into additional languages, including Mandarin Chinese, Portuguese and Russian and the development of an Internet-based version of the IT Tool. Any firms interested in exploring such partnerships should contact Raymond Cho at Tel: (202) 482-0396 or via Email: Raymond_Cho@ita.doc.gov

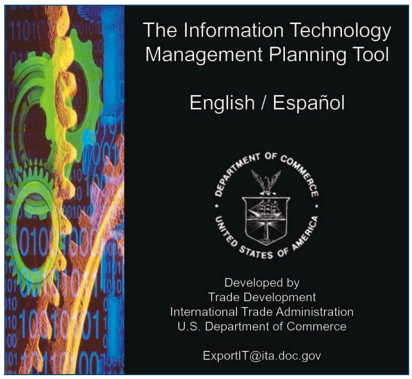
During the year 2001, the Office of Information Technologies is planning several seminar missions to key markets, which will combine business meetings for U.S. IT companies participating in the missions with tutorials on the use of the IT Tool for managers of small and medium-sized organizations in these markets. Companies interested in participating in these events should contact the staff member listed below next to each event.

Johannesburg and Durban, South Africa, February 2001, Raymond Cho (202) 482-0396, Raymond_Cho@ita.doc.gov

Beijing, Shanghai, and Guangzhou, China, and Hong Kong, SAR, April 2001, Tu-Trang Phan (202) 482-0480, Tu-Trang_Phan@ita.doc.gov

Hanoi and Ho Chi Minh City, Vietnam and Djakarta, Indonesia, June 2001, Tu-Trang Phan (202) 482-0480, Tu-Trang_Phan@ita.doc.gov

Chennai, India, September 2001, Timothy Miles (202) 482-2990, Timothy_Miles@ita.doc.gov



Annual Conference to Promote Business in the Asia/Pacific Rim

March 22 – 23, 2001
University of Southern California (USC)
Davidson Conference Center • Los Angeles, California

Exploring export opportunities for U.S. businesses is an essential theme at this fourteenth annual event. The conference will bring together the American business community and Asia-based Senior Commercial Officers for two days of briefings, seminars and meetings on the prospects of doing business in East Asia and the Pacific region.

This premier trade event for doing business in Asia is co-sponsored by the U.S. Department of Commerce's Commercial Service and the University of Southern California's International Business Education and Research (IBEAR) Program. Through over 70 country and industry briefings, panel discussions and one-on-one appointments, conference participants can expect to achieve a greater understanding of the prospects in this dynamic region and the effects that current events have on American exports.

The registration fee is $975 before March 1, 2001 or $1,075 thereafter. Small businesses (having less than $25 million in gross annual revenues) are eligible for a special discounted fee of $575. Small business registrants are also eligible for the opportunity to pose three specific market questions to the Senior Commercial Officers before the conference. Answers will be provided through one-on-one meetings at the conference.

For more information and online registration, contact your local Export Assistance Center (a listing of which are on the back cover) or see the conference web site www.apbo-conference.com

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

order processing code:
***5094**

☐ **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 $65 per subscription ($81.25 if mailed to a non-U.S. address)

Indicate form of payment: MasterCard VISA DISCOVER NOVUS

☐ Check 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) 512-1900
- Fax (202) 512-2250
- http://bookstore.gpo.gov/index.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
Downtown Los Angeles (213) 894-8784
West Los Angeles (310) 235-7104
Monterey (831) 641-9850
North Bay (415) 492-4546
Oakland (510) 273-7350
Orange County (949) 660-1688
Ventura County (805) 676-1573
Sacramento (916) 498-5155
San Diego (619) 557-5395
San Francisco (415) 705-2300
San Jose U.S. Export Assistance Center
(408) 271-7300
Silicon Valley (408) 271-7300

COLORADO Rocky Mountain (303) 844-6623

CONNECTICUT Middletown (860) 638-6950

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

DISDTIC OF COLUMBIA Served by the Northern Virginia Export Assistance Center

FLORIDA
Clearwater (727) 893-3738
Miami U.S. Export Assistance Center
(305) 526-7425
Ft. Lauderdale (954) 356-6640
Orlando (407) 648-6235
Tallahassee (850) 942-9635

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) 263-4067

KENTUCKY
Lexington (859) 225-7001
Louisville (502) 582-5066
Somerset (606) 677-6160

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

MAINE Portland (207) 541-7400

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

MASSACHUSETTS
Boston U.S. Export Assistance Center
(617) 424-5990

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 (775) 784-5203

NEW HAMPSHIRE Portsmouth (603) 334-6074

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

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 x514

NORTH DAKOTA Served by the Minneapolis Export Assistance Center

OHIO
Akron (830) 376-5550
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) 581-7650

OREGON
Eugene (541) 484-6575
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) 259-6060

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)