



November 2007

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Companies Realize 'Green Logistics' Can Save Money

A short while ago, just using the term 'green logistics' would have been enough to get veteran trade professionals rolling their eyes. That's beginning to change rapidly, however. Instead of visions of do-gooders without a clue about global supply chain realities, green logistics (or environmental supply-chain initiatives) is now more likely to conjure up a picture of major savings in ballooning transport costs. Let's face it, with as much as 75% of an average company's 'carbon footprint' attributable to logistics and transport activity, the ROI of lowering that figure can start to look pretty good.

There are actually two distinct areas of the global supply chain covered by the term 'green logistics':

- 1) Company actions aimed at making their own global supply chains more energy-efficient and less environmentally harmful.
- 2) Steps aimed at bringing a company's products into compliance with foreign government regulations. These rapidly proliferating initiatives are aimed at reducing use of toxic or hazardous material in imported goods. Not complying in this area may mean not being able to sell in those markets—or being subjected to stiff fines if you try and are found to be noncompliant.

As the authors of Eye for Transport's July 2007 survey, *Green Transportation & Logistics*, put it: "Based on the responses to the survey, it is evident that lean and green means gold if done in an informed and strategic fashion."

What concrete green logistics steps can global trade pros take now to put themselves on the road to achieving ROI—and maintaining the competitiveness of their international trade operations? Not surprisingly, "improving energy efficiency", cited by 59%, tops the list of green transportation-logistics strategies these respondents have implemented or plan to implement soon. Tied for second place are "vehicle rerouting to reduce miles" and "strategic warehouse and distribution center (DC) placement," at 42%. Fully 39% cite "emissions measuring and/or reductions." Other strategies on the list are "trialing and/or use of alternative fuels" (27%) and "use of more environmentally friendly logistics providers" (26%).

Taken from the *Institute of Management & Administration's "Managing Imports and Exports, November 2007"*

www.ioma.com/global

Islamic-Compliant Trade Finance Booming

Global *shariah* (Islamic law)-compliant assets currently stand at \$400 billion and are rising fast, according to Standard and Poor's Ratings Services, and with Middle East economies boom, more Western financial institutions are rushing to offer Islamic finance products for exporters and importers.

Leading sources of *shariah*-compliant products and services are the Saudi Arabia-based Islamic Development Bank (www.isdb.org) and London-based Islamic Bank of Britain (www.islamic-bank.com).

New Briefs from "Managing Imports and Exports, November 2007".
Institute of Management & Administration, www.ioma.com/global

China to Become Top Global Exporter in 2008

China will pass Germany as the world's top exporter next year. China recently took the number-two spot from the United States. As an electronics exporter, China is already number one, at \$300 billion.

"Managing Imports and Exports, November 2007"

www.ioma.com/global

Tip of the Month

DC Offers Advantages Over LC and Open Account

Too many trade professionals assume that if an overseas customer rejects letter of credit (LC) payment terms, the only option for rescuing the sale is to offer open account. However, dealing only with LC or open-account payment terms means ignoring an intermediate vehicle in terms of risk that can further protect your sale: documentary collection (DC).

The two DC forms are documents against payment (DP) and documents against acceptance (DA). Whichever is used, you obtain prima facie evidence of both your customer's intent to pay and its acceptance of the terms of sale in the form of a draft. This draft is either paid (DP) immediately or signed ("accepted") in agreement to pay within a specific period of time (DA).

As a bonus, the draft provides another key protection: What if either bank or the shipping company hands over the goods or bill of lading to the buyer inappropriately, which has been known to happen? You now have deeper pockets to go to—namely the bank or shipping company—if payment isn't made.

Documentary Collection terms, underutilized by U.S. trade pros but common globally, offer a number of advantages:

- They are considerably cheaper and easier to use than a LC—for both buyer and seller;
- The exporter retains control of the goods until payment (DP) or else gains a potentially negotiable financial instrument in the form of a document pledging payment within a certain time period (DA); and
- Payment is typically faster than it is in the case of open account.

Excerpt from "Managing Imports and Exports, October 2007"

www.ioma.com/GLOBAL



FOREIGN CORRUPT PRACTICES ACT (FCPA)

NOVEMBER 6, 2007

8:30—11:45AM

This half day seminar will provide attendees with information needed to comply with FCPA regulations and look at new trends on enforcement from the DOJ, SEC and FBI. For companies at an advanced or early-stage international business strategy and implementation level.

Tickets: \$50 TBC/IBC Member, \$70 GDC Member, \$90 General Admission

CPE/CLE credits available for full participation.

Register online at www.dallaschamber.org/international

For more information, contact Jane Edson at 214-712-1937 or jedson@dallaschamber.org

Hotel Crescent Court 400 Crescent Court Dallas, TX 75201

What is the FCPA?

Generally, the U.S. Foreign Corrupt Practices Act of 1977 (FCPA) prohibits U.S. companies, their subsidiaries, as well as their officers, directors, employees and agents from bribing "foreign officials" and also requires U.S. companies that issue debt or equity to maintain internal accounting controls and to keep books and records that accurately reflect all transactions. Source: www.FCPAenforcement.com

Special thanks to the sponsors:

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K&L Gates

INTERNATIONAL TRAFFIC IN ARMS REGULATIONS (ITAR) POST-9/11 SEMINAR

NOVEMBER 13, 2007

7:30AM—5:30PM

HOTEL CRESCENT COURT 400 CRESCENT CT., DALLAS, TX 75201

AEROSPACE, MILITARY, DEFENSE AND THEIR SUPPLIERS ARE ENCOURAGED TO ATTEND THIS DAY-LONG ITAR SEMINAR FEATURING EXPERT PANELISTS ADDRESSING THE FOLLOWING:

- OVERVIEW OF U.S. EXPORT CONTROLS
- INDUSTRY PANEL AND BEST PRACTICES
- INSIGHT INTO MINIMIZING EXPOSURE, LIABILITY AND RISK FOR YOU AND YOUR ORGANIZATION
- FRESH PERSPECTIVE ON ETHICS IN TRADE COMPLIANCE AND WHY IT'S SO IMPORTANT
- HANDS-ON UNDERSTANDING OF JURISDICTION AND THE CRITICAL IMPORTANCE OF GETTING IT RIGHT
- ENFORCEMENT UPDATE AND THE CONSEQUENCES OF NON-COMPLIANCE WITH RECENT LESSONS LEARNED

\$175—CHAMBER MEMBER

\$200—GENERAL ADMISSION

FOR ADDITIONAL INFORMATION, CONTACT JANE EDSON AT 214-712-1937 OR JEDSON@DALLASCHAMBER.ORG
REGISTER ONLINE AT WWW.DALLASCHAMBER.ORG/INTERNATIONAL

SPECIAL THANKS TO THE SPONSORS:

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Featured **U.S. Exporters** (or FUSE) is a directory of U.S. products featured on U.S. Commercial Services websites around the world. It gives your company an opportunity to target specific markets in the local language of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The nominal participation fee for one year (minimum \$25) is based on the number of markets selected and translation requirements. You are required to choose at least 5 English language markets, or some other combination totaling \$25 USD or more. Companies that wish to renew their listings may pay a reduced fee.

This program is only offered to current clients of the U.S. Commercial Service. If you are interested in learning more about the U.S. Commercial Service, please locate the office nearest to you by zip code. Due to the high volume of requests, we are unable to reply to companies which do not meet the qualifications for this program. Some products may not be available for listing in certain markets.

Learn more at <http://www.buyusa.gov/home/fuse.html>

EX-IM LOAN GUARANTEE: COMPETITIVE FINANCING FOR INTERNATIONAL BUYERS

EX-IM BANK ASSISTS EXPORTERS BY GUARANTEEING TERM FINANCING TO CREDITWORTHY INTERNATIONAL BUYERS, BOTH PRIVATE AND PUBLIC SECTOR, FOR PURCHASES OF U.S. GOODS AND SERVICES. WITH EX-IM BANK'S LOAN GUARANTEE, INTERNATIONAL BUYERS ARE ABLE TO OBTAIN COMPETITIVE TERM FINANCING FROM LENDERS WHEN FINANCING IS OTHERWISE NOT AVAILABLE OR THERE ARE NO ECONOMICALLY VIABLE INTEREST RATES ON TERMS OVER ONE-TO-TWO YEARS.

BENEFITS: ENABLES INTERNATIONAL BUYERS TO OBTAIN LOANS FROM LENDERS; COVERS 100% OF COMMERCIAL AND POLITICAL RISKS; FLEXIBLE FINANCING OPTIONS AND REPAYMENT TERMS; NO LIMITS ON TRANSACTION SIZE; MEDIUM-TERM AND LONG-TERM FINANCING AVAILABLE.

EX-IM BANK'S GUARANTEE OF A LENDER'S LOAN TO AN INTERNATIONAL BUYER IS GENERALLY USED FOR FINANCING PURCHASES OF U.S. CAPITAL EQUIPMENT AND SERVICES. FINANCING MAY ALSO BE AVAILABLE FOR:

REFURBISHED EQUIPMENT, SOFTWARE, CERTAIN LEGAL AND BANKING FEES, CERTAIN LOCAL COSTS AND EXPENSES

FIND MORE INFORMATION ABOUT EX-IM'S LOAN GUARANTEE AT [HTTP://WWW.EXIM.GOV/PRODUCTS/LOAN_GUAR.CFM](http://www.exim.gov/products/loan_guar.cfm)

BUSINESS SERVICE PROVIDER

Are you a local company that provides services for local exporters?

With BUYUSA.gov Business Service Provider, your company can be seen by thousands of U.S. firms looking for access to local business services.

We will feature your detailed company description, logo, corporate website link, and other contact information in the Business Service Provider section of our website, www.buyusa.gov/northtexas

Cost is \$250 for one page for one year.

<http://www.buyusa.gov/northtexas/bspapplication.html>

Market of the Month: Panama



Due to its strategic location at the mouth of two oceans, and the meeting of two continents, Panama, has historically served as the crossroad of trade for the Americas. Today the country is not only a maritime shipping and air transport hub, but also an international trading, banking, and services center. Trade liberalization and privatization over the last several years, along with the hemispheric movement toward Free Trade Agreements, while still in progress, will inevitably increase Panama's global, regional and sub-regional prominence. Panama's dollar-based economy offers low inflation and zero foreign exchange risk. Its legal and regulatory regimes are business friendly. Its government is stable, democratic, and reform minded and actively seeks foreign investment in all sectors, especially services, tourism and retirement properties.

The Colon Free Zone (CFZ), is the world largest free trade zone, importing and re-exporting over \$14 billion worth of goods annually. It is a vital trading and transshipment center serving the region and the world. Goods arrive from all over the globe to be resold, repackaged, and reshipped. The CFZ offers U.S. exporters a unique entry point for the entire region. Firms sell their products to "traders" in the CFZ who then ship the products to a variety of other countries via their developed network of distributors.

Consumer attitudes and many brand preferences are similar to the U.S. American television, radio and U.S. magazines are all available and popular in Panama. Panamanians frequently travel to the U.S. for vacation, medical treatment, study and business. Their buying patterns and tastes are similar to ours.

The U.S. is currently Panama's main trading partner. The abundance of high quality, competitively priced products, afford U.S. exporters a competitive advantage over other trading partners, including European and Far East countries. This advantage will be enhanced by the proposed U.S./Panama Trade Promotion Agreement.

According to Panama's constitution, nationals and foreigners are treated equally under the law. Both Panamanian and foreign companies must fulfill the same basic requirements to organize and operate most types of business activities in Panama. There are restrictions on foreigners participating in retail trade and practicing certain professions. In practice, however, there are legal ways to overcome these restrictions. U.S. firms interested in retailing should consult a local attorney.

Business practices in Panama are very similar to those in the United States. Business tends to be direct and straightforward. On average, Panama City accounts for 65% of total national sales of consumer goods. The remaining 35% is distributed among the principal cities of David, Colon, Santiago and Chitre.

Generally, the marketing channel structure in Panama is simple. Direct importers act as wholesalers and in many cases also as retailers. This situation is common in the case of apparel, automotive parts and hardware products. In the case of consumer goods, food and medicines, the retail operation is separate from the wholesale operation. For industrial goods, sales are normally handled by local exclusive agents or distributors. In other cases, local firms order directly from U.S. brokers or the manufacturer.

For the complete market research report:

http://www.export.gov/articles/MoM_PanamaOct2007.asp#P19_209

MARKET RESEARCH

PAKISTAN: INSECTICIDES AND PESTICIDES MARKET

The local market offers substantial business opportunities for American as well as other foreign agricultural chemical companies. Forecasts contained in the Government of Pakistan's (GOP) agriculture policy envision an increase in overall agricultural production, sustainable growth in annual crop yield, and enhancement in plant protection measures. Due to modest domestic production, the insecticides and pesticides market in Pakistan relies heavily on imports.

Contact our office for a copy of the full report.

TRADE LEADS

SAUDI ARABIA: FOAM ADDITIVES FOR CONCRETE

The issuing organization is searching for a US company to provide foaming chemical additives for cement and concrete.

Contact our office for more information.

EL SALVADOR: SOLID WASTE COLLECTION TRUCK

Solid waste collection truck new or used in good condition with 7,600 cc with a turbo vacuum system charged with Intercooler.

Our office has additional information.



The North Texas U.S. Export Assistance Center of the U.S. Department of Commerce is part of the U.S. Foreign Commercial Service, an extensive network of trade specialists located throughout the world devoted to assisting U.S. companies expand their international business presence. With offices in 105 cities throughout the U.S. and in more than 150 cities in 90 countries, we're strategically placed to help U.S. firms realize their export potential. Let us show how we can help your business compete and win in today's global economy.

DOMESTIC & INT'L TRADE EVENTS

Power Gen International 2007
December 11-13
 Dhahran, Saudi Arabia

PGI is the electric power generation industry's largest event in the world, attracting more than 35,000 attendees and 1,600 exhibitors from over 75 countries. Focused on providing the latest updates and information on key generation issues, PGI features a multi-track conference program plus curriculum of pre-conference courses. The world's largest power exhibition is held concurrently with the conference, showcasing thousands of products, technologies and services.

For more information, contact:
[Ahmad Malas](#), Senior Commercial Specialist
 Ph: 966-3-330-3200 x3065

International Consumer Electronic Show 2008
January 7-10

International CES is the world's largest annual trade show for the broad-based consumer electronics technology market, from mobile electronics, audio and video, home networking information and wireless technology to high-end audio and satellite systems. It is the premier event bringing together consumer electronics product manufacturers, distributors, researchers, content developers, financial analysts, and the press with the highest concentration of buyers and decision-makers in the retail distribution channel.

Additional information is at the following site:
http://www.export.gov/eac/show_detail_trade_events.asp?EventID=27058

Heimtextil
January 9-12, 2008

For more than 25 years OTEXA has sponsored a USA Pavilion at Heimtextil, the first, largest and most international specialized trade fair for home and commercially used textiles. OTEXA will sponsor two USA Pavilions at the 2008 exhibition. Hall 9 will feature bedding and accessories, floor coverings, and wall coverings, while Hall 4 will feature decorative and upholstery fabrics for residential, commercial and hospitality applications.

The U.S. Commercial Service in Frankfurt not only provides organizational and logistical support at Heimtextil but also conducts extensive international promotional campaigns in Germany and around the world with the very active assistance of other Commercial Service offices.

http://www.export.gov/eac/show_detail_trade_events.asp?EventID=26502

9th Auto Expo India

The U.S. Commercial Service Automotive team is pleased to invite American firms to participate in our U.S. Pavilion (Hall 1A) at Auto Expo 2008, New Delhi to promote automotive products and services to the Indian market. This biannual exposition has become one of Asia's premier automotive events, showcasing a wide range of vehicles, auto parts, and aftercare products.

The Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and the Society of Indian Automobile Manufacturers (SIAM) are the organizers of Auto Expo 2008. More than 300 overseas companies from 22 countries exhibited at the previous show in 2006, which attracted 1.1 million visitors and the largest ever participation from the Indian auto component industry.

Auto Expo 2008
January 10 – 17, 2008,
at the Pragati Maidan in New Delhi, India.

To find out more, http://www.buyusa.gov/auto/ninth_auto_expo.html

WORLD OF CONCRETE 2008
JANUARY 22-25

Once again the World of Concrete and the U.S. Commercial Service will work in partnership to bring international buyers and U.S. exhibitors together to expand business opportunities worldwide. World of Concrete is the largest annual international tradeshow for the commercial construction industry. More than 1,700 exhibiting companies provide the latest products, technology and equipment across more than 900,000 net square feet of exhibit space. More than 90,000 visitors attend World of Concrete and its supporting events, World of Masonry and Technology for Construction.

Visit:
http://www.export.gov/eac/show_detail_trade_events.asp?EventID=26576

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