

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

• Meet U.S. foreign commercial representatives and others

## MARYLAND GLOBAL EXPRESS

The Newsletter of the  
Baltimore US Export Assistance Center  
“Your Gateway to the World”

<http://www.buyusa.gov/baltimore>

US Department of Commerce  
US & FCS- Baltimore USEAC

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ports

### NOVEMBER 2008 NEWSLETTER

Edited by Doug Friedman

## Trade Winds Forum: Eastern Europe Trade Mission and Business Conference in Warsaw, Poland April 20-22, 2009.

In keeping with OIO-Europe and the Mid-Atlantic Network's continued collaboration, the 2009 program will offer a Pan-European Business Conference, client consultations with Senior Commercial Officers and business-to-business matchmaking meetings with prospective partners from Poland and the surrounding markets of the Czech Republic, Slovakia, Hungary and Lithuania.

Following review by the Trade Events Board, we plan to launch recruitment in September so please be on the alert for additional details from our event team.

We are very excited to be working with the Europe SCOs once again and we look forward to building on our past success in Crystal City (2007) and Turkey (2008) with another successful program in Poland in 2009.



Are you ready to grow your business in the global marketplace? U.S. goods and services are in high demand overseas. Manufacturers, distributors and consultants in many fields are expanding their business in international markets.

- Learn strategies for global trade from successful small business exporters
- Discover opportunities created by U.S. Free Trade Agreements

### GLOBAL GROWTH

*Expanding Small Business Through Exporting*

Tuesday, November 18, 2008

8:45 a.m. – 12:30 p.m.

*(Check-in & Continental Breakfast 8-8:45 a.m.)*

Ronald Reagan Building

International Trade Center

1300 Pennsylvania Ave. NW

Washington, D.C. 20004

*(Federal Triangle Metro)*

Register NOW for this FREE event at

[HTTP://INTLSYMPOSIUMDC.EVENTBRITE.COM/](http://INTLSYMPOSIUMDC.EVENTBRITE.COM/)

*Space is limited.*

For more information contact: Richard Ginsburg SBA Office of International Trade Phone: 202-205-7429 E-mail:

[Richard.Ginsburg@sba.gov](mailto:Richard.Ginsburg@sba.gov)

*I.D. required to enter the Ronald Reagan Building (arrive early)*

This program is cosponsored by the U.S. Small Business Administration,

The Association of Small Business Development Centers and International Gateway at the Ronald Reagan Building and International Trade Center;

with participation from the U.S. Trade Promotion Coordinating Committee.

Disclaimer: Cosponsorship Authorization #08-7080-27.

SBA, ASBCD and other cosponsor's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity.

All SBA programs and services are extended to the public on a nondiscriminatory basis.

Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

Contact: Richard Ginsburg 202-205-7429.

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Trade Finance Solutions  
for Exporters and Lenders

We recently invited you to the two-day seminar, Extend Credit and Increase Sales with Help from the U.S. Government, beginning on Monday, November 17, 2008 to learn more about Export-Import Bank and the international products we provide to help minimize your risk and increase trade activity. In this seminar you will learn about the:

- Pre-export financing
- Export Credit Insurance
- Financing International Buyers
- Exporter Certificate and required documentation

The Export-Import Bank has consistently minimized export risk and filled financing gaps for U.S. exporters. For over seventy years, we have supported more than \$400 billion in U.S. exports.

Where: Export-Import Bank - Washington, DC (headquarters)  
When: Monday, Nov 17 to Tuesday, Nov 18, 2008  
Time: 08:30 AM  
Cost: \$499 (\$99 for small business)

[Click here to register.](#) If you are not the best contact or have previously attended this course, please forward this to the appropriate person. If you are not available at this time or this seminar does not meet your needs, please sign up for another time or another seminar by visiting our web site indicated above.

Sincerely,

Joseph Butler  
202.565.3936  
E-mail: [joseph.butler@exim.gov](mailto:joseph.butler@exim.gov)



## MARINE EQUIPMENT TRADE SHOW (METS) NOVEMBER 18, 19, 20 2008

As it's the age of the internet, METS organiser Amsterdam RAI and METS official magazine IBI have decided to send

out advance digital copies of the catalogue instead of the paper copies that used to be sealed in with the October issue of IBI. The digital catalogue will be sent to all IBI Magazine readers worldwide and pre-registered METS visitors. Hard copies of the catalogue and floor plan will be available as usual on site during METS.

For those who have not visited the show before we summarize some of the highlights below:

- The world's biggest marine equipment show
- Over 1,150 exhibitors and 15 national pavilions
- Specialist pavilions for marina equipment, composites
- The show-within-a show SuperYacht Pavilion
- Thousands of NEW and award-winning products to see
- DAME – the coveted Design Award METS
- Nearly 20,000 visitors from over 100 countries

## India Medical Fair 27 – 29 March, 2009



**Date:** 27 – 29 March, 2009

**Venue:** Pragati Maidan

New Delhi

**Why be in the U.S. Pavilion? We make it easy!**

- \*Built-up space in the pavilion
- \*Promotion
- \*Directory
- \*Industry and Embassy Briefing
- \*Networking Event

**Cost:** \$3,200 (for min 9m<sup>2</sup>)

**Make the most of your time in India by requesting pre-screened one-on-one meetings with Indian agents, distributors, and end users for an additional \$600.**

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### ABOUT THE EXHIBITION:

#### Exhibitor profile:

Medical Equipment, Hospital Supplies, Surgical Items, Medical Disposables, Rehabilitation Aids, Diagnostics, Hospital Furniture, Radiology & Imaging Equipment, Physiotherapy Equipment, Critical care/Emergency Equipment, Disinfections & Waste Management Systems, Medical Software, Medical Publications

#### Visitors Profile:

Medical Professionals/Doctors, Surgeons, Para-medical Professionals, Hospital Administrators, Pathologists, Radiologists, Physiotherapists, Distributors/Traders, Importers, Senior professionals from both Govt. and private hospitals

#### Indian Healthcare Industry Trends

- Indian healthcare industry is experiencing a rapid transformation. Healthcare is expected to be one of India's largest industries in the near term with present growth rates of around 13 percent per year.
- The Industry is estimated at US \$ 35 billion and is expected to reach over \$75 billion by 2012.

#### Reasons for demand for quality healthcare:

- Population of 1 billion people, growing at a rate of 1.6 percent per year,
- Growth in affluence of over middle-income consumers
- Changed demographic profile
- Rise of lifestyle-related diseases,
- Increased coverage by Medical Insurance
- Growing Medical Tourism

#### Additionally:

- **Medical infrastructure is far from adequate** as demand surpasses availability. To meet growing demand, 1 million beds will have to be added by 2012. It requires a total investment of \$77.9 billion.
- **The medical infrastructure market is expected to grow** at 14.5 percent.
- **New and up-graded hospitals are being planned** by the government and private sector.
- **Greater demand for medical equipment.** The medical equipment segment is

estimated over \$2.3 billion, is expected to reach \$5 billion by 2012. Imports account for over 65 percent of the entire medical equipment market.

- **Government is in the process of establishing regulations for medical devices.** Currently, few devices are regulated.
- **Medical tourism is one of the major external drivers of growth** of the Indian healthcare sector. It leverages high quality educated, English-speaking staff, state-of-the-art private hospitals and diagnostic facilities, and relatively low cost. Indian medical tourism was estimated at \$350 million 2006 and has the potential to grow into a \$2 billion industry by 2012.

#### Contact:

##### Srimoti Mukherji

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Phone: +91 11 2347 2226

##### Jetta DeNend

International Trade  
Specialist, New York  
[jetta.denend@mail.doc.gov](mailto:jetta.denend@mail.doc.gov)  
212-809-2644

## FEDEx CERTIFIED TRADE MISSION TO INDIA, NOVEMBER 9- 15, 2008

FedEx is sponsoring its first U.S. Department of Commerce-Certified Trade Mission to India, November 9-15, 2008, with stops in New Delhi, Hyderabad, and Mumbai. This trade mission offers a unique opportunity for U.S. firms to launch or expand business in one of the world's most dynamic markets; the mission will put participants in face-to-face contact with Indian business executives, industry decision-makers, government officials, commercial specialists, and others. The U.S. Commercial Service will help participants find partners, distributors, agents and buyers in India. For more information, please visit the mission website: <http://offer.van.fedex.com/m/p/fox/ind/trademission.asp>

**International Security Conference:** Attached below is the Announcement Cable for the upcoming **International Security Conference and Exposition** to be held in **Las Vegas, Nevada**, APRIL 1-3, 2009 at the **Sands Expo and Convention Center**. Please promote this IBP event to all your clients, partners and other interested parties. For more information about the show, please visit the show's website: <http://WWW.ISCWEST.COM>.

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If you have questions about the event or would like additional information, please contact **Edward Kimmel**, the IBP Project Officer in charge of coordinating this IBP event and he will get back with you as soon as possible.

Thank you in advance for all your efforts and hard work in promoting and recruiting delegations to attend **International Security Conference and Exposition**. As always, thanks for supporting the International Buyer Program. We're looking forward to seeing you at the show!

### **NEW MARKET RESEARCH:**

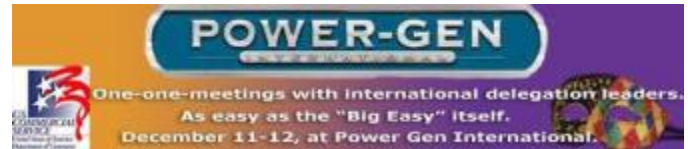
A short sampling follows - for more info on these & other free reports go to <http://www.export.gov/mrktresearch/index.asp> directly.

Brazil - Anatel Modifies Fixed-Line Operators' Universal Access Obligations  
Brazil - Federal Development Bank Approves US\$146mn to Fund Telecom Carrier  
Brazil - Communications Ministry to Invest US\$17mn in Wireless Internet Solutions  
Australia - IT Security Market  
Canada - Ontario's ICT market  
Canada - Opportunities in Ontario's IT Corridor  
Canada - US-Canada ICT Partnering Seminar  
China - Internet Development  
Czech Republic - Electronic Industry  
Egypt - Tender for 2nd Fixed Line License Postponed  
Germany - Micro- and Nanomanufacturing Market Update  
Hong Kong - Telecommunications & Broadcasting  
Indonesia - Cellular Services  
Italy - ICT Security  
Kenya - Wireless Industry  
Malaysia - Broadband  
Mexico - Fixed, Mobile and VoIP Telecommunications  
Mexico - Sending Samples To Mexico  
Netherlands - Healthcare IT  
Russia - Roadmap for Importing Encrypted Products  
Singapore - Government IT Procurement 2008  
Singapore - Broadband Market  
Singapore - Government-wide Standard ICT Operating Environment  
South Korea - Resource Recycling Policy for Electronic Products  
Taiwan - Worldwide Interoperability for Microwave Access (WiMAX)  
Thailand - Electronic Industry  
Turkey - Digital Broadcast Market  
West Bank - The Palestinian Information & Communications Technologies Sector

## **Selected U.S. Commercial Service 2008 Trade Events**

### **Energy**

Contact: Louisa Chiang



### **POWER-GEN INTERNATIONAL**

*Orlando, Florida*

*December 2-4, 2008*

POWER-GEN International is the world's largest power generation event and has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program. More than 17,000 attendees from 75 countries will participate. This year's event will feature 200 speakers on business and technical issues pertaining to the energy, environmental and technology industries and sectors. POWER-GEN will also offer in-depth pre-conference technical courses and opportunities for new product and services launches.

For more information contact:

Sarah Syverson, Event Manager  
POWER-GEN International  
1421 S. Sheridan  
Tulsa, OK 74112 USA

Tel: 918-832-9343

Fax: 918-831-9729

Email: [pgievent@penwell.com](mailto:pgievent@penwell.com)

Graphics of America, Feb 26-28, 2009

### **INTERNATIONAL EVENTS:**

for more info on these and other upcoming programs, go to <http://www.buyusa.gov/siliconvalley/intl.html>

Austria - Trends in Telecoms November 13  
United States - IAAPA 2008 November 18 -21  
Germany - Electronica 2008 USA Pavilion November 11 - 14  
France - SCS Automation December 09 - 12  
Germany - Systems 2008 October 21 - 24  
China - 2008 Int'l Printed Circuit & Electronics Assembly Fair December 05 - 07

### **Aerospace**

Contact: Kenneth Duckworth

[Kenneth.Duckworth@mail.doc.gov](mailto:Kenneth.Duckworth@mail.doc.gov)

### **Environment**

Contact: Louisa Chiang

[Louisa.Chiang@mail.doc.gov](mailto:Louisa.Chiang@mail.doc.gov)



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For more Environmental Technology events visit  
<http://www.buyusa.gov/environmental/upcomingevents.html>.

### Medical

Contact: Jeanne Townsend

Check out the Healthcare website:  
[www.buyusa.gov/healthcare](http://www.buyusa.gov/healthcare)

Check out the new Clinical Research published on:

### Corporate Executive Office (CEO) at MEDICA 2008

*Dusseldorf, Germany  
November 19-22, 2008*

At **MEDICA 2008** The U.S. Commercial Service of the U.S. Department of Commerce will offer a unique way for U.S. firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office (CEO) at MEDICA 2008** provides the ideal opportunity to:

- Showcase your product to over 137,500 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,960 exhibitors.
- Strike business deals without the expense of an exhibition booth.

As a CEO participant you will receive:

• **Full access to the CEO Business Center:** a shared office center directly on the show floor with a comfortable work area. You will have a table with four chairs, unlimited Internet access, telephone, fax, and a photocopy machine available. Reception and hospitality service will also be provided.

• **A dedicated multilingual personal assistant** will work exclusively with you during the show to arrange a daily schedule of meetings with high-potential business partners, agents, and/or buyers.

• **Advanced promotion to top local contacts in more than 32 countries in Europe and beyond.** Commercial specialists in the U.S. Embassies and Consulates will distribute a brochure (in English and German) where your company and products will be prominently featured. This brochure will also be distributed at MEDICA and other medical trade shows. Interest in your company will be captured (and sent to you) and matchmaking appointments will be arranged for you with visitors to MEDICA at the CEO.

• Complimentary promotion and listing on the **official MEDICA portal** at <http://www.medica.de> and on the websites of our U.S. Commercial Service offices throughout Europe. Through these powerful tools, you will keep your

company and its products in front of MEDICA customers and international businesses all year long!

• **Individualized counseling and market strategy discussions** with US Embassy commercial specialists as part of the Showcase Europe Medical Showtime program.

• A MEDICA admission pass and show catalog (a \$100 value).

• Local accommodation listings and other useful travel information.

The participation fee for this program is **\$4,900 for four days. Fees do not include travel, lodging or incidentals.**

#### Contact:

**Jeanne Townsend**  
Senior International Trade Specialist  
(410) 962-4518  
[Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

### Safety/Security

Contact: Louisa Chiang  
[Louisa.Chiang@mail.doc.gov](mailto:Louisa.Chiang@mail.doc.gov)

### **MILIPOL Qatar 2008:**

Qatar International Exhibition Centre  
Doha, Qatar  
November 17-19, 2008

Building on the success of previous years the 7<sup>th</sup> edition of **Milipol Qatar** will address viable solutions for the Region's governments who are faced with the challenges in the area of internal state security, local community, industrial site security and civil defense. Centrally located in the Middle East, Qatar is home to the U.S. Central Command for the region.

**Milipol Qatar**, the gateway to the Middle East security market, is a highly effective way of accessing this important market and offers the ideal opportunity to promote your products and services to a high level targeted audience of key decision makers from the region.

In 2006 **Milipol Qatar** featured 245 exhibitors from 36 countries. 3,900 decision makers from 69 countries as well as 170 official delegations from 24 countries. **Milipol Qatar 2008** offers an unprecedented opportunity to enter into or build existing relationships in one of the fastest growing industry sectors today-security and defense.

Kallman Worldwide, Inc., organizers of international trade fairs since 1963, is pleased to have once again been appointed the U.S. agent for **Milipol Qatar**.

For additional information please contact Ellen Demarest, Kallman Worldwide at (201)-251-2600.

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## The Newsletter of the Baltimore US Export Assistance Center

### Travel and Tourism

Contact: Jolanta Coffey

#### **WORLD TRAVEL MARKET 2008**

*Excel, London*

*November 10- 13, 2008*

Last year, some 4.2 million travelers from the United Kingdom visited the United States, spending more than \$13.3 billion, or \$3,200 per person, and a 23% increase in U.K. arrivals is projected by 2011. 2/3 of the U.K. visitors came to the U.S. on vacation and 1/3 used a travel agency as an information source to plan the trip. WTM - World Travel Market is the U.K.'s premier international event for the travel industry, with some 22,500 travel & tourism professionals attending, more than half of whom are qualified international travel industry buyers as members of the Meridian Club. In addition, WTM is covered annually by over 3,000 members of the international press WTM promotes the United States as the world's premier travel destination in a customer- and user-friendly environment, offering cost-efficient full-service participation alternatives:

#### **Basic Booth**

Complete, furnished individual turn-key booth \$8409.22

#### **WorkStation**

Complete, furnished shared turn-key booth \$4940.67

#### **Sponsorships & Advertising**

Advertising and Promotional Opportunities from \$605

All Discover America Pavilion participation alternatives include listing in the Official Show Catalogue, Exhibitor Pass(es), and access to all Pavilion services.

## **SPECIALIST STAFF**

### **Bill Burwell**

*Director*

Services

Financial Services

General Manufacturing

### **Jeanne To**

*Senior Inte*

Healthcare

Biotechnol

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