



Export News

U.S. Export Assistance Center
Houston, Texas

May 2004

www.BuyUSA.gov/Southcentral

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Once again, the U.S. Commercial Service (CS) will actively participate in this year's Offshore Technology Conference (OTC). Activities range from:

- ShowTime program where U.S. companies meet one-on-one with CS energy specialist from around the world.
- Informal matchmaking between U.S. companies and foreign delegates.
- Briefings on Angola, Qatar, Iraq and *Energy Trends in Europe and Eurasia*.

See page 5 of this newsletter for further details. CS will staff the International Visitors Center, Room 701. For those interested in one-one-one meetings with our specialists, please register immediately at the address below or visit Room 701:

<http://www.buyusa.gov/eme/otc.html>



MAY IS WORLD TRADE MONTH

Did You Know...

- **Exports mean new customers.** More than 95 percent of the world's consumers live outside of the United States.
- **Exports mean jobs.** About one of every five factory jobs—20 percent of all jobs in America—depends on exports. U.S. exports account for a quarter of our economic growth and about 12 million U.S. jobs depend upon exports.
- **Exports mean higher wages.** Workers in jobs supported by exports receive wages 13 to 18 percent higher than the national average. High tech industry jobs supported by exports pay even more.
- **Small and medium-sized companies benefit most from trade.** 97 percent of U.S. merchandise exporters are small and medium-sized firms, employing fewer than 500 people. Small and medium-sized firms account for 98 percent of growth in new exporters.

VISIT THE NEW TEXAS DISTRICT EXPORT COUNCIL'S WEBSITE AT
[HTTP://WWW.EXPORTTEXAS.COM/](http://www.exportexas.com/)

LIBYA SANCTIONS UPDATE

Although it has been announced that sanctions with Libya have been lifted, **it is not yet in effect**. It is effective on the date that the Federal Register publishes the Department of Commerce, Bureau of Industry and Security's "Revision of Export and Reexport Restrictions on Libya". For the initial April 23 announcement from the U.S. Treasury's Office of Foreign Asset Control (OFAC), see <http://www.treas.gov/offices/eotffc/ofac/actions/20040423.html>.

DEFENSE TRADE (D-TRADE) ELECTRONIC LICENSING SYSTEM

D-Trade is a new export licensing program at the State Department that allows electronic submission of export license requests, including those that needed original documents in the past! It is provided to U.S. persons who seek to export or temporarily import defense articles or defense services regulated by the International Traffic In Arms Regulations (ITAR). Companies in aerospace and with defense controlled items should look to the web-site for more information. See <http://www.pmdtc.org/>.

REQUEST BY COSTA RICA FOR SED'S

Recently, there has been a request by the Government of Costa Rica for a copy of the Shipper's Export Declaration (SED) for exports from the United States to Costa Rica. The information contained on the SED is confidential. The confidentiality provisions for the release of information on the SED are contained in the Foreign Trade Statistics Regulations, Title 15, Code of Federal Regulations, Part 30.91. That provision states that the information on the SED may not be disclosed to anyone except the U.S. Principal Party in Interest or their agent and only when such a copy is needed to comply with United States official legal and regulatory export control requirements. Therefore, we are requesting that you do not provide the SED or Automated Export System record to the Government of Costa Rica.

The Census Bureau's Foreign Trade Division is committed to maintaining the confidentiality of information filed with them. Providing this information to the Government of Costa Rica would be contrary to the national interest, as it would seriously impact further attempts to complete the mission of the Census Bureau. If you have any further questions concerning this policy, you may call Mr. Jerome Greenwell, Chief, Regulations, Outreach, and Education Branch, at 301-763-2238. For details on the Foreign Trade Division of Census see <http://www.census.gov/foreign-trade/regulations/>

MARKET OF THE MONTH

SOUTH AFRICA



With a stable political system, robust civil institutions, a consistent growth rate and very respectable investment ratings, South Africa has enjoyed due attention by US businesses. Now is the time for US companies to prepare their business development plans in southern Africa, before the US - SACU Free Trade Agreement (FTA) due to be signed in 2005, opens up the market for even more US exports.

Accessing the South African market is also a cost-effective means of gaining entry to the SACU (Southern African Customs Union: South Africa, Namibia, Botswana, Lesotho and Swaziland) as well as SADC (Southern African Development Community: Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe) markets. With its financial, management and transportation infrastructure, South Africa is the logical conduit for most commercial activities in the region.

South Africa's Best Prospects for U.S. Exports:

- Petroleum
- Aircraft
- Information & Communication Technology (ICT)
- Transportation
- Power generation & transmission equipment
- Organic chemicals
- Pharmaceutical products
- Environmental technologies
- Safety and security
- Motor vehicles

For more information on South Africa go to http://www.export.gov/comm_svc/press_room/marketofthemonth/SoAfrica/SoAfrica.html

TRADE LEADS

CHINA: CONSUMER PRODUCTS

State-owned enterprise with import/export rights, the ability to represent foreign companies who wish to register their products in China and has developed their own distribution networks is seeking to represent U.S. consumer goods suppliers. For details, contact Isabel Lopez at Houston.Office.Box@mail.doc.gov or 281-449-9426.

POLAND: GENERATORS FOR WIND POWER

Company seeks DC motors/generators of output over 375 kw, and AC generators (alternators) over 750 kva. For details, contact Isabel Lopez at Houston.Office.Box@mail.doc.gov or 281-449-9426.

GLOBAL TRADE & TECHNOLOGY NETWORK LEADS

All Global Trade & Technology Network (GTN) leads are verified. For more information, please contact Andres Borasino, GTN representative in Houston, at aborasino@usgtn.net or (281) 449 9428. Visit GTN's website at www.usgtn.net.

- A Kazak company seeks Technology/Equipment to produce construction materials from industrial waste (RKZ20040415373)
- A Croatian firm is looking for U.S. firms supplying hazardous waste equipment, industrial cleaners, wastewater/sludge treatment (RHR20040415371)
- A Mexican company is interested in purchasing aluminum foil (RMX20040407345)

EVENTS - SEMINARS & WORKSHOPS**GREATER HOUSTON PARTNERSHIP**

For further details on the events below, please contact Cari Broderson at 713-844-3635 or cbroderson@houston.org

- **Why El Salvador Is Ready for CAFTA Now.** Join Miguel Lacayo, minister of economy for El Salvador, and Patricia Figueroa, executive director of PROESA, for a discussion on why El Salvador is today's best gateway to the entire Central American region. May 11, 12:30 to 2:30 p.m. No cost.
- **Houston - Brazil Business Conference,** featuring Wagner Victor, Secretary of Energy, Naval Industry and Petroleum, State of Rio de Janeiro and Ambassador Roberto Abdenur, Brazilian Ambassador to the United States in a discussion on opportunities and challenges in the petroleum and energy sectors in Brazil and other opportunities for doing business there. In conjunction with the U.S. Chamber of Commerce Brazil Business Council. June 10.

GLOBAL TRAINING SEMINAR SERIES

Cost is \$399. Time: 8:30 am-4:00 pm. For details, see www.globaltrainingcenter.com.

- Export Documentation Procedures, May 4
- Letters of Credit, May 5
- Tariff Classification using HTS, May 18
- NAFTA Rules and Documentation, May 19

**NAFTA 10TH ANNIVERSARY**

San Antonio
May 5-6

A timely update of the historic trade agreement - to address its current challenges and explore future opportunities. This includes preparing for the integration of NAFTA with the Central American Free Trade Agreement (CAFTA), the Free Trade Agreement of the Americas (FTAA) and the growing competitive threats in Asia.

The event will include the participation of Commercial Service officers from over 20 countries in the Western Hemisphere. Attendees will have an opportunity to meet with these U.S. government experts and receive valuable first-hand market insights. Cost: \$325. For detail see: <http://www.texasrade.org/>.

**FOREIGN TRADE COMPLIANCE
IN THE CONTEXT OF INT'L DISTRIBUTION SYSTEMS**

Hilton Americas - Houston
Tuesday, May 11

Strasburger & Price, LLP extends a special invitation to a complimentary half-day afternoon seminar featuring an overview of the U.S. export statutory framework and related legal requirements. Their trade advocates will provide insights that will enable identification of troublesome areas of compliance unique to your foreign trade operations. Please visit <http://www.strasburger.com/calendar/FTC/Seminar.asp> to access the invitation. Advanced registration is required.

**BE SMART, BE BILINGUAL**

University of Houston-International Trade Center
May 20

The event is sponsored by the Organization of Women in International Trade-Houston (www.owit-houston.org) and features Flavia Shroeder. The program emphasizes the importance of being multilingual and explains how to use today's market resources to reach any and all customers, regardless of the language they speak, in order to tap into the growing Hispanic, Asian, and European communities in Houston, in Texas, all over the US and the globe. Additionally, she will explain the ACT methodology, one designed for adults that allows them to learn more easily and retain better. Cost \$5 members/\$10 non-members. To register, contact Theresa Garcia at 713-528-6464 or Theresa.Garcia@roanoketrade.

ANNUAL U.S. ASEAN AMBASSADORS' TOURHouston
June 8

Annually, the American Ambassadors to the ASEAN countries and their senior commercial officers (SCOs) from the U.S. Department of Commerce team up with the US ASEAN Business Council's members to conduct a multi-city tour of the United States. The goal is to educate leading US policy makers and business leaders on developments and opportunities in Southeast Asia. The SCOs will be coming from Thailand, Vietnam, the Philippines, Singapore, Malaysia, and Indonesia. More details to follow including the opportunity for one-on-one counseling sessions. Questions can be directed to Alan Richel at alan.richel@mail.doc.gov or 281-449-9417.

EVENTS-TRADE SHOWS & MISSIONS**ENTECH POLLUTEC ASIA 2004**Bangkok, Thailand
June 3-6, 2004

U.S. environmental exporters can participate in the U.S. Pavilion, which will maximize your exposure to the market. This event is being organized under our "Asia Now" program, through which we will announce the presence of your firm at this show to potential buyers throughout the Asian region. Cost \$3,300. For details, see <http://www.buyusa.gov/thailand/en/entech2004.html>. Further questions can be directed to Tyrena Holley at tyrena.holley@mail.doc.gov or 281-449-9420.

PLASTIC PROCESSING TRADE MISSION TO CHINAHong Kong-Shanghai-Guangzhou
June 21-July 1

Sponsored by the U.S. Department of Commerce's Office of Machinery along with The Society of the Plastics Industry's, Inc. (SPI) Global Business Council (GBC), the mission will include customized market and industry briefings by government agencies and U.S.-based company representatives; meetings with key government officials and industry associations; "matchmaking" meetings with pre-screened Asian company counterparts that meet the requirements as set forth by each visiting U.S. company, tours of various plastics plants and plastics-related educational facilities and entry into ChinaPlas 2004, the largest international exhibition for the plastics & rubber industry in China and Asia Pacific. For details, contact Pam Plagens at pam.plagens@mail.doc.gov or 281-449-9412 or see www.socplas.org.

**Aerospace Executive Service at
FARNBOROUGH INTERNATIONAL 2004**Hampshire, United Kingdom
July 19-25

This world premier business aviation event is the perfect venue for the world's civil and military aerospace suppliers to meet. The Aerospace Executive Service will be July 20-21 and offers customized meetings with potential partners, a shared booth, and more. Cost \$2,900. For details, contact Nya Igambi at nyamusi.igambi@mail.doc.gov or 281-449-9423.

Catalog Exhibition

NEW PRODUCTS USA 2004China - Hong Kong - Taiwan - Malaysia
September 13-24

This U.S. Department of Commerce Catalog Exhibition will showcase American products and services to thousands of business visitors across a wide range of industries in Guangzhou, China; Hong Kong; Kuala Lumpur, Malaysia; and Kaohsiung, Taiwan. Cost \$450. May 27 is the deadline to register. For details and an applications, see http://www.export.gov/comm_svc/pdf/NPUSAOnePage.pdf or contact Louis Quay at 202-482-3973 or louis.quay@mail.doc.gov.

WEBSITES**SINGAPORE FREE TRADE AGREEMENT WEBSITE**www.fta.gov.sg

The website is designed for Singapore manufacturers, traders and service providers. However, the website also contains vital information that can help U.S. companies understand and navigate the intricacies of the U.S. - Singapore FTA. It also includes web-links to business associations and government agencies in Singapore and a tariff calculator.

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ENERGY EXPORTS

OFFSHORE TECHNOLOGY CONFERENCE EDITION

OPPORTUNITY TO MEET U.S. DEPT. OF COMMERCE ENERGY SPECIALISTS AT OTC

Meet one-on-one with our U.S. Embassy Commercial Service energy industry specialists. On Tuesday, May 4 and Wednesday, May 5 our industry professionals from around the world will be on hand to discuss market trends and opportunities for your firm in their markets at the Offshore Technology Conference in Houston, Texas. To register in advance on-line please visit <http://www.buyusa.gov/eme/otc.html>. At the show, appointments can be scheduled by visiting the International Visitors Center in Room 701. Appointments will take place in Room 606 from 2:00 to 5:00 PM on May 4-5. CS Specialists will be from:

Australia	Portugal
Brazil	Qatar
Bulgaria	Russia
Colombia	Saudi Arabia
Croatia	South Africa
Czech Republic	Sweden
Ecuador	The Netherlands
Hungary	Turkey
Kazakhstan	Ukraine
Kuwait	United Arab Emirates
Nigeria	Venezuela
Norway	Vietnam
Poland	United Kingdom

OTHER COMMERCIAL SERVICE-SPONSORED EVENTS AT THE SHOW

Wednesday, May 5

Breakfast: Angola's Offshore Opportunities

Features senior representatives from Angola's Ministry of Petroleum and Sonangol, Angola's energy parastatal with a presentation from a senior industry analyst and a representative from a successful U.S. energy services company there.

Thursday, May 6

Breakfast: Qatar's Oil & Gas Sector

Features senior representatives from Qatar's Ministry of Energy and Industry and Qatar Petroleum

Lunch: Iraq Reconstruction

Assistant Secretary William Lash, III., Chairman of the Iraq & Afghanistan Reconstruction Task Force. See www.buyusa.gov/southcentral for a separate flyer on this event.

WOULD YOU LIKE TO MEET FOREIGN BUYERS OR POTENTIAL REPRESENTATIVES ATTENDING OTC?

Many of our Commercial Service energy specialist have organized delegations to attend the show and have forwarded the participants names to us ahead of time to introduce to our clients. To receive these delegation lists, please contact Brendan Kelly at Brendan.Kelly@mail.doc.gov and provide your name, your company's name, and your booth number if you are exhibiting. Currently we have lists from **China, Kuwait, Saudi Arabia/Qatar and Mexico.**

ENERGY TRENDS IN EUROPE & EURASIA

Tuesday, May 4 - 9:15 am to 12:00 noon
Room 606 - Reliant Center

Across Western, Central and Eastern Europe, as well as in Eurasia, export and investment opportunities abound for U.S. firms, both large and small. Although, there is some overlap among the regions, to a large extent these markets present markedly different opportunities for U.S. firms. Join us in this informative session where our experienced commercial officers and energy specialists will outline the requirements and strategies for doing business in their regions.

Agenda

- 9:15 am **Introduction to the Showcase Europe (SCE) Energy Program**, Amer Kayani, SCE Energy Coordinator & Senior Commercial Officer Turkey
- 9:25 am **Overview of the Oil And Gas Markets In Central Asia**, James Fluker, Senior Commercial Officer, Kazakhstan
- 10:00 am **Overview of Oil And Gas Markets In Ukraine, Russia And Eastern Europe**, Frank Carrico, Senior Commercial Officer, Ukraine
- 10:30 am **Overview of the Oil And Gas Markets In Western Europe**, Vidar Keyn, Energy Specialist, Norway & Andrew Hollister, Energy Specialist, UK
- 11:00 am **Overview of European Bank for Reconstruction and Development Programs (EBRD)** Ayse Ozcan, CS EBRD
- 11:30 am **Q & A**