



Export News

U.S. EXPORT ASSISTANCE CENTER
HOUSTON, TEXAS

February 2006

www.buyusa.gov/houston

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WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on CS, visit www.export.gov/cs.

NEW!!! HOUSTON BUSINESS SERVICE PROVIDER DIRECTORY NEW!!!

Promote Your Firm to Houston Exporters at
www.Buyusa.gov/Houston

Professional service providers such as **freight forwards, financial institutions, attorneys, translators and chambers of commerce among many others** are integral players in international business. To assist area exporters with identifying these support services, the *Houston BuyUSA.gov Business Service Provider Directory* is being launched. The site combines the power of the Internet with the resources of our network of Commercial Service professionals in Houston and across the world.

For service providers, the **Business Service Directory** offers exposure to a target market of area exporters who regularly contact the Houston U.S. Export Assistance center for referrals and general export information. This site simplifies the process, encouraging local business-to-business matchmaking for the small- and medium-sized exporters expanding internationally.

Local service providers interested in listing on the site should contact Brendan Kelly at 281-449-9428 or visit:
<http://www.buyusa.gov/houston/houstonbsp.html>

DOING BUSINESS WITH MEXICO'S PEMEX

Greater Houston Partnership
March 10



The Commercial Service and Greater Houston Partnership are pleased to host representative's of Mexico's state owned petroleum company, PEMEX, to provide background information on upcoming tenders. One-on-one meetings with the presenters are available. Also included is a briefing by Commercial Officers Ellen Lenny-Pessagno and Renato Davia who recently joined the Houston US Export Assistance Center staff after postings in Monterrey and Mexico City respectively.

Pemex Participants:

- Federico Martinez , Engineer, Corporate Director for Engineering & Project Development
- Sergio Aceves, Engineer, Deputy Director for Engineering & Strategic Projects

Cost: \$75. For details and to register, contact our office.

*** SAVE THE DATE ***

CANADA'S WEST - OIL & GAS OPPORTUNITIES

February 28

Will include a **live videoconference** from Calgary. Bring questions regarding the Global Petroleum Show. Watch for details.

LIBYA: EXPORT LICENSING UPDATE

On November 16, 2005, the Bureau of Industry and Security (BIS) published an amendment to the Export Administration Regulations (EAR) establishing a new license exception to facilitate the export and reexport of certain items subject to the EAR to U.S. persons in Libya. BIS published the amendment specifically to facilitate U.S. persons business activities, including humanitarian activities. The new license exception, "U.S. Persons in Libya" (USPL) is found in Section 740.19 of the EAR. For more information, go to: http://www.bis.doc.gov/PoliciesAndRegulations/LybiaGuidance11_16_05.htm

Please note: A new 2006 Country Commercial Guide for Libya was just released. Contact our office for a copy.

SELLING TO THE UNITED NATIONS

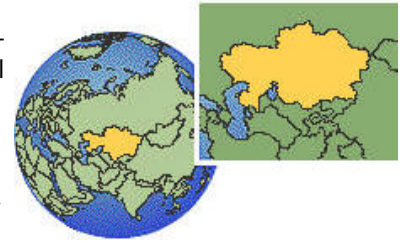
The UN is often overlooked as a potential outlet for international sales. In 2004, the UN system purchased over \$6 billion worth of goods and services in support of its worldwide programs. The most effective way to approach selling to the organization is to understand that despite the fact that UN headquarters are in New York, the UN has the same status as a sovereign country. Selling to the UN is therefore similar to selling to a foreign government or any other public sector export market. Being a U.S. company confers some strategic advantage as U.S. firms can easily visit UN headquarters in New York City, but beyond that, competition for UN contracts is global and very intense. Thomas Mottley, a Senior International Trade Specialist at the Trenton, New Jersey Export Assistance Center, has written an excellent article with tips on selling to the United Nations, including useful links for additional information. To read his article online, go to <http://www.buyusa.gov/arkansas/unselling.pdf>.

COMPLYING WITH MADE IN THE USA STANDARD

The Federal Trade Commission (FTC) is charged with preventing deception and unfairness in the marketplace. Traditionally, the Commission has required that a product advertised as Made in USA be "all or virtually all" made in the U.S. After a comprehensive review of Made in USA and other U.S. origin claims in product advertising and labeling, the Commission announced in December 1997 that it would retain the "all or virtually all" standard. It also issued an Enforcement Policy Statement on U.S. Origin Claims to provide guidance to marketers who want to make an unqualified Made in USA claim under the "all or virtually all" standard and those who want to make a qualified Made in USA claim. For information go to <http://www.ftc.gov/os/statues/usajump.htm>.

MARKET OF THE MONTH: KAZAKHSTAN

Kazakhstan is quickly emerging as a growing market in Central Asia for a variety of U.S. goods. The fast growing economy and lack of or insufficient domestic production has proven favorable for quick start and export opportunities. The ongoing strength of the Euro has changed the macroeconomic environment in Kazakhstan in favor of U.S. exporters, making U.S. goods price competitive. Many foreign firms are already taking advantage of this, despite of existing challenges. And many more are seriously planning market entry. For preliminary key steps to conducting successful business in Kazakhstan, go to: <http://www.bisnis.doc.gov/bisnis/bisdoc/0512KazakhstanDistributorReport.htm>.



MANDATORY AES FILING EXPECTED IN Q1 2006

Sometime in the first quarter of 2006 mandatory electronic filing - through the Automated Export System (AES)- of all export shipments now requiring a Shippers Export Declaration (SED) will become the law. The final rule will go into effect 90 days after publication in the Federal Register. For up-to-date information on AES, go to: <http://www.census.gov/foreign-trade/aes/index.html>.

FREE TRADE AGREEMENTS

Recent Free Trade Agreements (FTA) activity includes:

- US & South Korea announce intention to negotiate FTA, Feb. 2
 - US & Oman sign FTA, January 19
 - US & Morocco FTA went into effect, Jan. 1
 - DR-CAFTA Implementation Delayed, Dec. 30, 05
- For an update on the status of these initiatives as well as others, and how they can benefit your business, see <http://www.export.gov/fta/>.



Commercial News
USA

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Call 1-800-581-8533
www.export.gov/cnusa

2010 WINTER OLYMPICS IN VANCOUVER

Please visit CS Canada's video factsheet on opportunities for US firms at <http://www.docsinbox.net/Factsheets/olympics.html>. Also see, CS Canada's website at <https://www.buyusa.gov/canada/en/vancouverolympics.html> for information on procurement as well as upcoming infrastructure and facilities projects.

TRADE EVENTS**MEXICO: EXPORT DOCUMENTATION & THE NAFTA CERTIFICATE OF ORIGIN**

On-line WEBEX

February 16

The US Commercial Service Mexico invites you to join them online February 16 at 11:00 AM CST. In the session JoAnn Queen, Senior International Trade Specialist for NAFTA, the Trade Information Center (TIC) will deliver an overview of NAFTA and its advantages for SMEs, the definition of Export Documents required/suggested to ship to Mexico, how to determine if your product qualifies for NAFTA Certificate of Origin and how to complete the necessary paper work https://www.buyusa.gov/mexico/en/sharing_more_than_a_border.html.

AMBASSADOR OF JORDAN TO THE U.S.

Junior League

February 23

Featuring Karim Kawar, ambassador of Jordan to the United States. Cost: 25. For details, see <http://www.houston.org/events/index.asp?division=A>.

PRACTICAL INFORMATION FOR A SUCCESSFUL ENTRY INTO THE HUNGARIAN MARKET

Greater Houston Partnership, Board Room

February 28

This program offers key information on entering the Hungarian market including useful tools and guidelines. For details, please contact our office.

GREATER HOUSTON BUSINESS PROCUREMENT FORUM

Houston Community College

February 28

Learn the ins and outs of doing business with the Texas Medical Center, City of Houston, METRO, Port of Houston, Houston Community College System, United Space Alliance, Chevron, GMAC Financial Services, The University of Houston and others. Cost: \$5.00. To register, see http://www.houstonbiz.org/g_forum1.html.

**FINANCING SOLUTIONS SEMINAR FOR LENDERS**

EXPORT-IMPORT BANK
of the UNITED STATES

Houston

March 10

This training program provides instructions for financial institutions that wish to qualify their institutions as Delegated Authority Lenders for Working Capital Guarantees. The training program is open to anyone who wishes to learn more about the Working Capital Guarantee Program and for those desiring to create partnerships with Ex-Im Bank as a delegated authority lender. Learn how to offer the most to your exporting customers while also minimizing your risks! For more information or to register go to www.exim.gov.

CATALOG SHOW - HIGH TECHNOLOGIES 2006

Tel Aviv, Israel

March 22-23

The Catalog Show will be a low-cost (\$400 or \$700 two-option participation fee) and a very effective way for U.S. companies to evaluate market potential, gain exposure, and explore business opportunities in Israel! For more information go to: <http://www.buyusa.gov/israel/en/hitech.html>.

BANKING ON DEVELOPMENT

World Trade Center, New Orleans, LA

March 30

This program profiles and highlights the activities and procurement opportunities of the:

- World Bank
 - Inter-American Development Bank,
 - Asian Development Bank
 - African Development Bank, and
 - European Bank for Reconstruction & Development
- Each year these financial institutions issue a combined total of \$40 - \$50 billion in loans, grants, and investments to the public and private sectors for economic and social development. For details, contact our office.

SAVE THE DATE !!!**ESSENTIALS OF EXPORT CONTROLS**

Houston

April 18-19

Two-day program is hosted by US Department of Commerce Commercial Service and Bureau of Industry and Security as well as the Houston District Export Council. It will provide in-depth examination of Export Administration Regulations. For more information contact our office.

ASIA PACIFIC BUSINESS OUTLOOK (APBO) CONFERENCE

University of Southern California, Los Angeles, CA
April 3-4

Do not miss the premier event to explore business opportunities in Asia!

APBO 2006 brings the experts closer to you with 14 Senior Commercial Officers from American embassies, consulates and institutes from many Asian countries. They will speak in small-group workshops and be available for private one-on-one consultations with pre-registered APBO participants. For more information on the conference or to register to attend, go to the following site:
<http://www.apbo2006.com>.

****PLEASE NOTE: Use registration code DOC2006 ****

ENVIRONMENTAL TECHNOLOGIES TRADE MISSION Malaysia - Thailand - Philippines

April 24 - May 3

Malaysia's US\$800 million environmental market offers attractive potential in the public water supply, sewage treatment, and industrial wastewater treatment sectors. Thailand will need to invest approximately US\$1.2-1.5 billion to attain universal coverage for safe water and sanitation and solid waste management by 2020. The US\$70 million Philippine market for environmental products, technologies, and services offers excellent opportunities, especially in the air pollution and wastewater treatment. For information and registration, contact our office or see the trade mission website at www.buyusa.gov/tennessee/23.html.

REBUILD IRAQ 2006

Amman, Jordan
May 8-11

This event will bring together buyers, manufacturers, suppliers, contractors and specifiers, giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq. Exhibitors will also be able to meet and appoint Iraqi, Jordanian, and other Middle Eastern agents and distributors during the show. For details, please visit <http://www.rebuild-iraq-expo.com>.

To learn more about doing business in Iraq, please visit <http://www.export.gov/iraq/>. CS Baghdad recently published a newsletter on business opportunities there, entitled *Iraq eRocket*. To obtain a copy, please contact our office.

CHINA - RISK, REWARD AND HOW TO WIN

-Bringing America's Finest China Experts to Houston-Houston

May 15-17

The U.S. Commercial Service is pleased to present this premier conference for American business people serious about taking advantage of developing the market in China.



This conference will provide you the tools, marketing intelligence and resources you need to thrive in China, from Shanghai to Hong Kong. Private counseling sessions available with speakers. For details, see <http://www.buyusa.gov/chinabizconference/programhouston.html>.

Marketing Partnership Opportunities Available

Are you looking for a way to leverage your marketing and client development resources to reach clients with a significant interest in China? The Commercial Service can help showcase your firm's services or products in a unique marketing promotion opportunity. Corporate tables are also available. Please contact Duaine Priestley or Ellen Lenny-Pessagno at 281-449-9402.

USEFUL WEBSITES

EUROPEAN UNION VALUE ADDED TAX

Every member state of the European Union has a value added tax (VAT) with rates vary from 15 to 25 percent. If you do business with EU countries you need to know about value added tax. For more information, go to: http://europa.eu.int/comm/taxation_customs/taxation/index_en.htm.

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. *If you would like to be removed from this mailing list, please contact the Houston Office.*

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ENERGY NEWS AND EVENTS

NEWS

CS OIL/GAS MARKET RESEARCH

Market research reports on the following countries were released in January. Please contact our office for a copy.

- ★ Brazil
- ★ Libya - *report Includes valuable in-country contact list*

To receive alerts on a monthly basis for new reports being release, please register for the **Energy e-Market Express** at <http://www.buyusa.gov/eme/energy.html>.

** New Service **

OTC - EXPORT PREP COURSE

To support US companies with maximizing their export opportunities at the **Offshore Technology Conference** (OTC - May 1-4) the Commercial Service will assist with pre-show strategy, on-site introductions to foreign representative/buyers and post-event follow up. For details and an application, please contact Pam Plagens at Pam.Plagens@mail.doc.gov or 281-449-9412. *Space is limited!*

TRADE LEADS

HOUSTON: ENVIRO & PETROCHEM CONSULTANTS

Seeking consultants with extensive knowledge/network to coordinate business meetings for companies visiting area in March.

BRAZIL: DIGITAL CAMERAS FOR OFFSHORE INDUSTRY

Seeking suppliers in need of representation.

JORDAN: OIL SHALE FEASIBILITY STUDY

Seeking U.S company to conduct study on current oil shale extraction and recovery technologies.

VIETNAM: TUBE BARS

Distributor/sales agent seeking supplier.

TURKMENISTAN: GAS METERING FOR PIPELINES

Seeking bids for designing and constructing metering stations.

EVENTS

PEMEX PLATFORMS

Houston
March 10
See page 1 for details.

GLOBAL PETROLEUM SHOW

Houston Mayor White to Speak at Show

Calgary, Canada

June 13-15

U.S. Pavilion participants will receive:

- Exhibitor space in the pavilion
- A market briefing
- Four - six pre-arranged appointments
- U.S. Consulate hosted reception

Cost: \$3750. For further details see

<http://www.buyusa.gov/houston/globalpetroleumshow.html>.

Please note: On Feb. 28 we will be hosting a seminar on Canada's Oil Sands. Watch for details!

RIO OIL & GAS SHOW - 3 WAYS TO PARTICIPATE

Rio de Janeiro, Brazil

September 11-14

Target the largest oil & gas show in Latin America with the assistance of the U.S. Commercial Service in Rio de Janeiro. Our office in Rio is offering three customized programs to assist U.S. firms before and during the event. Deadline to register: April 30.

- **Gold Key Service**
- **Featured U.S. Exporter Listing** on CS Brazil Website
- **Catalog / Product Literature Center**

For further details, please contact our office or Regina Cunha, CS Rio, at regina.cunha@mail.doc.gov.

ELECTRIC POWER MISSION

Philippines - Vietnam - Thailand

June 22-30

Participants will include representatives from U.S. firms offering equipment, services, and technologies for power generation, transmission, and distribution.

Cost: \$4300. For details, contact our office or visit

<http://www.buyusa.gov/kern/trademission2006power.html>.

OFFSHORE NORTHERN SEAS 2006

Stavanger, Norway

August 22-25

ONS 2006 is already well on its way to registering 1,200 exhibiting companies from all around the world and a US pavilion is planned. In 2004, this bi-annual show had more than 33,000 oil and gas industry professionals attend. This will be the largest oil and gas trade event in Europe in 2006. For more information, or to register contact Mr. Vidar Keyn: Tel: 011 (47) 21308834 or visit <http://www.ons.no/>.

Please note that the registration deadline for the USA Pavilion is February 10!