

# "Your Gateway to the World"

US Department of Commerce  
US & FCS- Baltimore USEAC

300 W. Pratt Street, Suite 300  
Baltimore, MD 21201

[Office.BaltimoreUSEAC@mail.doc.gov](mailto:Office.BaltimoreUSEAC@mail.doc.gov)

Tel: 410-962-4539

Fax: 410-962-4529

## MARYLAND GLOBAL EXPRESS

The Newsletter of the  
Baltimore US Export Assistance Center

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



### October 2007 NEWSLETTER

Edited by Jin Kim

#### **EASTERN SHORE: MONDAY OCTOBER 15 EXPORT OPPORTUNITIES EVENT CHESAPEAKE COLLEGE, WYE MILLS**

Are you export ready? Join us from 11am-3pm on October 15, 2007 at Chesapeake College in Wye Mills, MD for a panel discussion and recognition event with leading export firms from the Eastern Shore. Organized by the U.S. Department of Commerce and supported by federal and state officials, this event will highlight how local business can explore global markets. Presentations will provide you ways to consider how your business can benefit from an overseas strategy. This panel discussion and event is targeted for exporters to showcase the opportunities for exporting from the Eastern Shore of Maryland. Topics will include resources for exporting and success stories by local businesses

Speakers will include active export companies from the Eastern Shore as well as U.S. Government Officials from relevant agencies such as the U.S. Department of Commerce. For registration, write to [Jin.Kim@mail.doc.gov](mailto:Jin.Kim@mail.doc.gov).

#### **EXPANDING HORIZONS INVESTMENT WORKSHOP FOR MINORITY AND WOMEN-OWNED BUSINESSES**

The Overseas Private Investment Corporation (OPIC) will be continuing its workshop series this fall as it hosts "Expanding Horizons: Investment Workshop for Minority and Women-Owned Businesses". OPIC recognizes that minority and women-owned businesses face unique challenges as they enter the international marketplace. Thus, the seminars will allow participants to learn about the challenges and opportunities of overseas investment, U.S. programs that serve to assist minority and women-owned businesses seeking to go global, political risk insurance, accessing capital and OPIC's special products for small businesses.

#### **BALTIMORE USEAC WELCOMES COMMERCIAL OFFICER LOUISA CHIANG**

Louisa Chiang is our most recent addition to the USEAC staff. Ms. Chiang just finished her two-year tour in the U.S. Embassy in Beijing, China, as a commercial officer, and is familiar with a range of policy and regulatory issues. Before that, she worked as a book scout for a Chinese publisher before joining FCS. She received First Prize in English Literary Translations from the Council of Culture in Taiwan in 2003. She also wrote cultural essays for Taiwan newspapers such as China Times and Liberty Times. Her translation of a best-selling novel, *The Nanny Diaries*, came out in 2003.

Her tenure in Commerce first started in 1997, when she began working in the Silicon Valley EAC as an International Trade Specialist under the Presidential Management Intern (PMI) program. Ms. Chiang received her Masters in Public Policy from the Goldman School of Public Policy, University of California at Berkeley, and her B.A. from Harvard College in Government and East Asian Studies. Apart from the U.S. and China, she has also lived in Geneva, Switzerland and Taipei, Taiwan.

#### **CHINA-PULSE: SIGN UP AND STAY IN TUNE**

The U.S. Commercial Service and the U.S. Embassy in Beijing would like to help you stay up to date on news and opportunities in China by offering a monthly newsletter, CHINA-PULSE. The newsletter will provide information about current events and trade shows, as well as market research in China's ever-expanding economy. The May 2007 issue focuses on opportunities within China's many Regional Development and Free Trade Zones as well as China's burgeoning domestic logistics markets. The newsletter may be accessed at

<http://www.buyusa.gov/china/en/cp0705.html>

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### CORPORATE EXECUTIVE OFFICE AT MEDICA 2007

At **MEDICA 2007**, held November 14-17, 2007 in Dusseldorf, Germany, 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 2007 provides the ideal opportunity to showcase your product, expand your business to Europe and the world, meet with partners, agents, distributors and customers and make business deals through an exhibition booth.

The showcase expects 136,000 "trade only" visitors from 85 countries. For more information about the CEO program at MEDICA 2007, please contact Tembi Secrist [Tembi.Secrist@NOSPAM.mail.doc.gov](mailto:Tembi.Secrist@NOSPAM.mail.doc.gov) or Anette Salama [Anette.Salama@NOSPAM.mail.doc.gov](mailto:Anette.Salama@NOSPAM.mail.doc.gov).

### INTERNATIONAL DENTAL EXHIBITION AND MEETING APRIL 4-8, 2008

The International Dental Exhibition and Meeting in Singapore is the most internationally oriented dental trade show in the Asia-Pacific region. The South East Asia region is an especially promising market, where the dental care industry has accelerated rapidly over the last five years. The show provides a high-profile venue for promoting a variety of dental products used by professionals. The exhibition includes all aspects of dental care, repair, prosthetics, dental practice management, furnishings and materials for dental practice and laboratories.

The IDEM has received Trade Fair Certification status from the U.S. Department of Commerce, assuring U.S. exhibitors of U.S. Commercial Service support both in the U.S. and Singapore. For additional information about exhibiting or attending IDEM 2008, please contact Darrin Stern, Koelnmesse Inc. by phone (773) 326-9925 or email at [d.stern@koelnmesse.com](mailto:d.stern@koelnmesse.com).

### EXPORT FINANCING SOLUTION OCT. 31 SEMINAR

On Wednesday October 31, 9AM-1PM, BB&T Bank along with Export-Import Bank and the US Commercial Service, Northern Virginia, will organize a seminar on export finance tools for expanding overseas business. For more information and registration, contact: [Ccamachio@BBandT.com](mailto:Ccamachio@BBandT.com)

### BALTIMORE-LUXOR BUSINESS SEMINAR World Trade Center Institute, Baltimore November 2, 9am

In celebration of 25 years' friendship, the Mayor's Office of International and Immigrant Affairs, Maryland Department of Economic Development and the Baltimore-Luxor Sister City Committee will host a dynamic business seminar and networking luncheon. Participants include Luxor Governor Samir Farag, keynote speaker US Assistant Secretary of State David Welch, Egyptian Ambassador to the US Nabil Fahmy and business leaders from Egypt and Maryland. This unique seminar will present a comprehensive overview on doing business with Egypt – gateway to Africa and the Middle East; economic development and investment opportunities for both American and Egyptian businesses; and seminars in Information Technology, Construction & Engineering, and Tourism, Medical Services. Program partners include: the Egyptian Embassy and the World Trade Center Institute. For more information and to RSVP, please contact: Renee Samuels, 410.396.4905

### FREE TRADE AGREEMENTS: AN UPDATE

Free trade agreements (FTAs) strengthen the business climate for U.S. companies through the phased elimination of tariffs, improvement of intellectual property regulations, the opening of government procurement opportunities, and the easing of investment rules. Currently, there are nine FTAs in effect that are benefiting U.S. exporters. At present, there are four important free trade agreements awaiting support from Congress. These four FTAs are with Peru, Colombia, Panama, and Korea. Each FTA partner-country except for Peru also has to pass implementing legislation in order for these Agreements to enter into force.

The U.S. Commercial Service is actively engaged in promoting the passage and implementation of the four pending FTAs. In the coming weeks, CS senior officials will be traveling across the country to speak about the importance of FTAs and how implementing these new agreements will strengthen our economy. On Export.gov, the market of the month feature will be promoting the FTA markets under consideration—Peru, Columbia, Panama, and Korea. We will also be hosting webinars, distributing promotional flyers, and utilizing USTR talking points to highlight the opportunities in these markets. We greatly appreciate your support of this very important effort. The four pending Free Trade Agreements—with Peru, Colombia, Panama, and Korea—could have significant effect on U.S. trade.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

---

### Selected U.S. Commercial Service 2007 Trade Events

---

For information on these trade events and seminars, and for more on other international events, visit our trade event directory: [www.export.gov/eac/trade\\_events.asp](http://www.export.gov/eac/trade_events.asp).

#### Aerospace

Contact: Stephen Anderson

#### **Inter Airport Europe 2007**

Munich, Germany  
October 9-12, 2007

At Inter Airport Europe 2007 Commercial Specialists, Juergen Mueller and Moritz Holst, will conduct a pre-show outreach campaign to local German buyers. Working out of the USA Pavilion during the show, the specialists will meet with U.S. exhibitors, provide market input, ad-hoc interpreting, logistics assistance, and one-on-one counseling sessions to assist in finding European representatives. The thirty-year old German event has established itself as the leading trade show for airport equipment, technology and services.

#### **Korea Aerospace and Defense Exhibition 2007**

Seoul, Korea  
October 16-21, 2007

The aerospace and defense industry is rapidly developing in Korea with the creation of new aerospace technologies and the increased cooperation of overseas companies. The defense industry sector in Korea currently ranks as sixth largest worldwide. The event will consist of both outdoor and indoor exhibitions, demo and acrobatic flights, and aerospace seminars. Hosted at the Seoul Airport, the event boasts 225 exhibiting companies and over 1,000 other visitors.

#### **Dubai Air Show**

Dubai, United Arab Emirates  
November 11-15, 2007

The Dubai Air Show 2007 will concentrate on showcasing three key developing markets; aircraft interiors, training and simulation, and unmanned systems. The event will feature delegations from both military and civil sectors. Event organizers will also provide resources for successful networking opportunities.

#### **Singapore Air Show**

Singapore  
February 19-24, 2008

The Singapore Airshow is one of the top three international air shows and is set to build on last year's success. The event will feature a Regional Air Chief conference, an international procurement conference, static aircraft displays, aerobatic flying displays, and an airport pavilion. The show will focus on the Asia-Pacific region, which is the world's fastest growing civil and defense aviation zone.

#### **DefExpo 2008**

New Delhi, India  
February 16-19, 2008

India's Defense Exposition (DEFEXPO) is to Land and Naval Warfare Systems what Aero-India is to Aviation and the Air force, sans live demonstrations. A biennial event held at the *Pragati maidan* grounds in New Delhi between 16-19 February 2008 and organized by the Indian Defense Exhibition Organization, DEFEXPO-2004 was clearly India's largest international military exhibition of related systems, covering a display area of 18,000 sq.m and exhibitors from 22 different countries. Although the focus was on Land and Naval Systems, large elements of aviation were also present and these will be covered in extra depth. As with the latter, DEFEXPO-2008 provides an opportunity to view and understand the current trends and technologies of the 21st century Defense Industry.

#### **Farnborough Air Show**

Farnborough, United Kingdom  
July 14-20, 2008

The Farnborough International Airshow is organized by Farnborough International Ltd (FIL), a subsidiary company of the UK's aerospace trade association, the Society of British Aerospace Companies (SBAC). FIL is focused on delivering an innovative and cost-effective exhibition, maintaining the standing of the show as a world-class event in a competitive global industry. Farnborough International Limited has its permanent headquarters at Farnborough Aerodrome.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

November 14-17, 2007

### China - TBD

Looking at a team strategy in China for the coming year; please let me know if you're interested in being involved.

### Environment

Contact: Jolanta Coffey

### **Environmental Trade Mission**

Bulgaria, Romania and Turkey

October 1-5, 2007

Bulgaria and Romania, as the newest members of the European Union and Turkey, as an official EU candidate, offer exciting new opportunities to environmental companies looking to expand their business. The U.S. Department of Commerce's Environmental Trade Mission to Bulgaria, Romania and Turkey provides a cost-effective way to meet potential business partners and government decision makers in these fast growing markets.

### **Enviro-Shiga 2007**

Nagahama City, Japan

October 24-26, 2007

The U.S. Commercial Service in Osaka will be organizing a USA Pavilion at the 10<sup>th</sup> annual, International Environmental Business Exhibition, Enviro-Shiga. The event features a wide range of environmental products and services from water, soil and air treatment to environmental biotechnology and agriculture, environmental civil engineering to monitoring and analysis eco-friendly Products.

### IT

Contact: Stephen Anderson

### **International Wireless Communications Expo 2008**

Las Vegas, NV

February 27-29, 2008

International Wireless Communications Expo (IWCE) is the one place where all industries and communications professionals come together to share thoughts and ideas on wireless communications technologies.

IWCE is the one mobile communications show attracting a multitude of technologies. Presenting you with the information and products that you need to keep pace with the changing regulatory climate and advances in technology.

For registrations, contact Registration/Customer service at [registration@penton.com](mailto:registration@penton.com)

### Medical

Contact: Jeanne Townsend

### **MEDICA 2007**

Dusseldorf, Germany

MEDICA is the largest and most prestigious medical technology show in the world, with over 4,000 exhibitors, and over 134,000 international visitors. The U.S. Commercial Service organizes customized assistance to make the most of your visit to the show, including matchmaking appointments, a personal assistant, European market counseling, and European-wide promotion of your company.

### **Greater New York Dental Show**

New York, New York

November 23-28, 2007

The Greater New York Dental Show is one of the largest dental congresses in the world. Over 500 exhibitors showcase the newest materials in dental technology and materials on the extensive exhibit floor. This event is part of the U.S. Commercial Service's International Buyer Program.

### **Arab Health/MedLab Conference 2008**

Dubai, U.A.E

January 28-31, 2008

#### Arab Health

The Arab Health exhibition and congress is the region's premier event for the Middle East bringing healthcare manufacturers, wholesalers, dealers and distributors together with some of the most important and influential decision-makers in the Arab world.

Arab Health touches all aspects of the healthcare industry in the Middle East. Tens of thousands of medical professionals, government officials, wholesalers, dealers and distributors converge on the Dubai International Exhibition Centre every year for the region's main event for the healthcare industry. There will be something for everyone at Arab Health 2008.

#### MedLab

It is the largest IVD product show in the region.

As a distinct exhibition area, the MEDLAB is the In Vitro Diagnostics (IVD) area of Arab Health. Of the 43,000 visitors attending Arab Health, 25% (10,000+) have an interest in laboratory products. Of this group, 59% are business (hospital management and distributors) and 41% are medical staff. Linked to MEDLAB is a three-day conference/workshop program in laboratory medicine.

### Safety/Security

Contact: Stephen Anderson

### **Defense Systems & Equipment International**

United Kingdom

September 2007

This event will provide U.S. companies with a major opportunity to explore UK and European defense and homeland security markets. As the world's largest tri-service defense show, with a reputation for hosting high-level military

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

and government delegations from around the world, DSEi is an excellent means of developing contacts, trade leads and sales. A substantial U.S. Pavilion, organized by the Association of the United States Army (AUSA), will also feature at this show.

### **MILIPOL International Internal State Security**

Paris, France

*October 9-12, 2007*

With more than 812 exhibitors and over 24,000 visitors, MILIPOL Paris is the most prestigious international showcase for expertise in homeland security matters. MILIPOL serves as both a platform for security and law enforcement technology and a meeting place for public and industrial sector leaders. Exhibition areas include computing, mobility, design consultancy and training services, arms, ammunition, optics, optronics, fabrics, uniforms and special equipment

### **Community@Security**

Utrecht, The Netherlands

*October 30- November 1, 2007*

This is the largest event in the Netherlands featuring safety and security equipment including burglar alarms, security services, cameras, CCTV, fire alarms and IP.

### **Safety & Security Asia 2007**

Singapore

*October 31 – November 2, 2007*

Safety & Security Asia covers a wide spectrum of safety, security and anti-terrorism products, and is regarded as the most international safety and security technology and equipment show in the Asia-Pacific Region. The U.S. Commercial Service will provide U.S. exhibitors with matchmaking appointments, a networking reception, and market counseling from our staff throughout Asia.

### **International Security National Resilience**

London, United Kingdom

*December 4-5, 2007*

The conference and exhibition will provide a unique environment to focus on technological solutions for: intelligence and threat assessment, border and transport security, counter-terrorism, critical infrastructure protection, crisis management and resilience, emergency preparedness and response. The National Defense Industrial Association (NDIA) is organizing a U.S. Pavilion at ISNR for the firsttime. ISNR is the first European event with official participation by the US Department of Homeland Security.

### **Airport, Port, and Transport Security Show**

London, England

*December 4-5, 2007*

This show is Europe's leading transport and border security event. The U.S. Product Literature Center will offer American firms the best opportunity to raise their international market profile, test market interest, collect actual trade leads and identify potential partners in the UK and Europe.

### **Travel and Tourism**

Contact: Jolanta Coffey

### **Southeast Asia Exploratory Mission**

Vietnam, China, Malaysia and Singapore

*October 5-12, 2007*

Learn how to target and benefit from emerging markets by participating in this mission trips organized by the Travel Industry Association and the U.S. Commercial Service. This exploratory mission will put you face to face with key players in the local travel industry and U.S. Embassy officials in each country. Be one step ahead of your competitors and decide for yourself if this market is right for you.

---

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

## STAFF DIRECTORY

**Stephen Anderson**

*Commercial Officer*

Aerospace, Information  
Technology &  
Telecommunications

**Bill Burwell**

*Director*

Services, General Manufacturing &  
Financial Services

**Louisa Chiang**

*Commercial Officer*

Life Sciences &  
Education and Training Services

**Jolanta Coffey**

*International Trade Specialist*

Travel and Tourism &  
Environmental Technology

**Kimberly Robinson**

*Trade Reference Assistant*

General Information & Special  
Projects

**Jeanne Townsend**

*Senior International Trade Specialist*

Healthcare Technologies,  
Biotechnology & Sporting Goods

**Patrick E. Tunison**

*Chief International Lending Officer*

U.S. Small Business Administration, Office  
of International Trade

**Call us today! 410-962-4539**

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