

**“Your Gateway to the World”**

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# MARYLAND GLOBAL EXPRESS

The Newsletter of the  
Baltimore US Export Assistance Center

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



## December 2007 NEWSLETTER

Edited by Jin Kim

### CERTIFIED TRADE MISSION TO SAUDI ARABIA, DECEMBER 1-4, 2007

Director General Israel Hernandez will take part in a Certified Trade Mission, organized by the U.S.-Saudi Arabian Business Council to promote U.S. firms in key sectors: Oil and gas, petrochemicals, mining, construction, real estate development, and education. Space is limited to 15 companies. Recruitment

closes November 2, 2007. Discounts are available to firms applying by October 19, 2007.

Please refer interested clients to Nicole Sanglier, U.S.-Saudi Arabian Business Council, at 888-638-1212, or to the website: [http://www.ussabc.org/files/public/Trade\\_Mission\\_Flyer\\_Net.doc](http://www.ussabc.org/files/public/Trade_Mission_Flyer_Net.doc)

### INDIA TRADE MISSION FEBRUARY 3-9, 2008

**Where:** Mumbai and New Delhi, with the option to include one of the following cities: Bangalore, Chennai, Hyderabad and Kolkata.  
**Approximate Cost:** \$3,150.\*\* Matchmaking sessions with the U.S. Commercial Service are an additional \$250 per city or \$635 for a three-city package.

**Application Deadline:** Dec. 14, 2007

FedEx and the U.S. Commercial Service are working together on a trade mission to India to help U.S. businesses determine how India can be included in their international expansion plans. The trade mission represents an opportunity to experience India with visits to leading business centers, production sites, special economic zones, and more. Participants will meet face-to-face with key contacts such as Indian business executives, industry decision-makers, government officials, trade specialists, and others. U.S. business executives who are already successfully operating in India will also be present. Additionally, the U.S. Commercial Service will be available to help U.S. businesses find partners, distributors, agents and buyers in India. This is a unique experience that will provide participants valuable networking opportunities and market intelligence to help them successfully expand into this dynamic market.

### INTERN SPOTLIGHT

The Baltimore USEAC would like to acknowledge the contribution of **Christopher Brady**, our intern for fall 2007. Chris will be graduating in May from Loyola College's Sellinger, S.J. School of Business (AACSB Accredited) with a Bachelor of Business Administration in International Business and a minor in Spanish. He spent his 2006 fall semester studying abroad in Spain where he successfully completed a full course load taught entirely in Spanish while becoming familiar with European community and business culture through travel to five countries. At the USEAC, Chris has worked with all the Trade Specialists and played an integral role in assisting USEAC clients with their exporting needs. Chris has coordinated export strategy through research, developed market briefings and assisted in various trade events. He has also maintained the website to keep clients updated on international networking events and information sessions. Chris interns with the USEAC three days per week and is an essential part of the staff. Chris is a very intelligent, hard-working and efficient individual. He is dedicated to his tasks and goes above and beyond what is typically required of him. With his international experience and USEAC internship, Chris is an excellent candidate for a career in international business. We would be happy to provide you with a copy of his résumé upon request.

### CLEAN ENERGY TRADE MISSION:

**CHINA: JANUARY 8-13 2008**

**INDIA: JANUARY 14-18 2008**

Clean energy technologies have moved to the forefront of energy infrastructure investments in China and India. These two powerhouse economies are seeking to diversify energy sources while reducing carbon emissions in the context of sustained economic growth. Clean energy investments in both nations will be enormous over the next 10 years, so now is the time to enter these important markets. U.S. companies have the chance to initiate or expand sales in these booming markets when they join the U.S. Department of Commerce on this trade mission to China (Beijing, Guangzhou, & Hong Kong) and India (Kolkata & Bangalore). Commerce Assistant Secretary David Bohigian will lead the Mission with coordination from CS staff in the U.S., India, and China.

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

## MARKET OF THE MONTH: SOUTH KOREA

Korea is one of the world's leading economies and an outstanding trading partner for the United States. With a high-tech industry, a sophisticated consumer market, and a long history of successful trade with the United States, Korea is a great market for U.S. companies to enter or expand their Asian presence. The United States and Korea recently concluded negotiations to remove 95% of all tariffs under a free trade agreement. Secretary of Commerce Carlos Gutierrez described this Korea-U.S. Free Trade Agreement (KORUS) as the most significant trade agreement for the United States in 15 years. In 2006, the U.S. exported over \$32 billion in goods and services, making Korea the seventh largest export market for the United States in the world. As a global hub for high technology, over 40% of U.S. exports to Korea categorized as "Advanced technology products." At the same time U.S.-Korean trade is diversified and represents the broad range of consumer and agricultural products.



Twenty-nine U.S. States record Korea as one of their top ten trading partners and nine states experienced export growth in 2006 of \$100 million or more over the previous year. Last year total U.S. exports grew by nearly \$5 billion and significant growth is anticipated boosted by the Korea-U.S. Free Trade Agreement (KORUS). As mentioned, under KORUS over 95% of all products entering Korea from the U.S. will have a zero tariff – moreover, U.S. products will have even stronger IPR protections, greater transparency guarantees, and stronger trade facilitation. Double-digit U.S.-export growth with some estimates as high as 50% increases in exports are anticipated under this landmark trade agreement.

### Best Prospects for U.S. Exports

- [Automotive Parts and Accessories](#)
- [Broadcasting Services and Equipment](#)
- [CNC Machine Tools](#)
- [Computer Software](#)
- [Cosmetics](#)
- [Defense Industry Equipment](#)
- [Drugs and Pharmaceuticals](#)
- [Education and Training Services](#)
- [Electrical Power Systems](#)
- [Engineering Services](#)
- [Medical Equipment and Devices](#)
- [Pollution Control Equipment](#)
- [Radio Frequency Identification Technology](#)
- [Security Services and Products](#)
- [Specialty Chemicals](#)
- [Travel & Tourism](#)
- [Wireless Broadband Equipment and Services](#)

More on South Korea

[http://export.gov/static/doc\\_Mom\\_Korea.asp](http://export.gov/static/doc_Mom_Korea.asp)

## COMMERCIAL SERVICE TRADE MISSION TO SUB-SAHARAN AFRICA MARCH 3-11, 2008

Director General Israel Hernandez will lead a Trade Mission to Accra, Ghana; Lagos, Nigeria; and Johannesburg, South Africa. This is a tremendous opportunity for U.S. exporters seeking an entry into the burgeoning Sub-Saharan regional market. Recruitment closes December 10, 2007. Space is limited to 15 qualified U.S. firms, so please encourage your best clients to apply now! Contact Jessica Arnold (tel: 202-482-2026), Lisa Huot (tel: 202-482-2796), or Mara Yachnin (tel: 202-482-6238). More information, including registration materials and a downloadable flyer, is available on the website: <http://www.export.gov/africamission>

## 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-nafta.com](mailto:d.stern@koelnmesse-nafta.com).

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### COMMERCIAL SERVICE TRADE MISSION ISTANBUL, TURKEY APRIL 14-16, 2008

The United States Department of Commerce, International Trade Administration, U.S. Commercial Service (CS) Office of Domestic Operations and Office of International Operations are organizing a trade mission to the Trade Winds Europe – Business Development Forum in Istanbul, Turkey on April 14-16, 2008. Building on the momentum and theme of the Trade Winds Forum that was held in Crystal City, Virginia in May of 2007, the CS has designed a client oriented event consisting of a full day conference program; Senior Commercial Officer (SCO)-Client Consultations; and business-to-business matchmaking program. This forum will focus on the larger Pan-European market and enable companies to take the next step in entering or expanding business in the European market. Held in conjunction with the Europe SCO Conference, this “in-market” trade event enables the CS to offer a program that no other organization can.

The Trade Winds Europe mission offers an opportunity for U.S. manufacturers and service providers to meet with international agents, distributors and end-users whose capabilities are targeted to each U.S. participants’ needs in that particular market. Mission participants will also meet with key local industry contacts who can advise on local market conditions and opportunities.

During the trade mission, participants will be exposed to these market opportunities and develop key government and private sector contacts in Turkey. Trade Mission activities will include a Pan-European Business Conference, Turkey country market briefings, private consultations with the Senior Commercial Officers in Europe, and one-on-one appointments with prospective business partners.

**Participation Fee:** \$1,350.00 per company

Fee is for one company representative. An additional \$400 will be charged for each additional company representative. Fee includes the following:

- Pan-European Business Conference
- Private Consultations with Senior Commercial Officers
- Pre-screened, individualized appointments with potential business partners in Turkey
- Commercial News USA Advertisement in Special Trade Winds Europe Edition
- Country Market Briefing on Turkey
- Networking Opportunities including Luncheons & Reception in Istanbul
- Pre-Departure Counseling and Follow up Assistance

*\*Fee does not include air travel or lodging. This event is open to 50 U.S. companies with market potential in Turkey and Europe. Space is available on a first-come, first-serve basis. Your participation is not secured until payment is processed. Depending upon availability registration will close on or before February 1, 2008.*

For More Information: Please contact any of our Trade Winds Europe Team members

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# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

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

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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

#### **Int'l Security National Resilience (ISNR)**

*Olympia, UK  
Dec 4-5, 2007*

International Security National Resilience (ISNR) addresses the growing need for sophisticated equipment to counter international terrorism and protect national borders, enabling exhibitors to promote their entire range of products and services across the security industry. 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 International Security National Resilience 2007 is a great opportunity for U.S. firms to increase sales for companies supplying defense, security and aerospace technology.

#### **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 *Pragrati 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.

#### **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

#### **Projex Libya**

*Tripoli, Egypt  
Dec 10-13, 2007*

Approximately 50-75 US companies will be recruited to participate in Projex Libya 2007. Marketing to US companies will include mailing over 2,000 Exhibitor Prospectuses and Inquiry Forms, attending several US based Energy and Infrastructure events to recruit exhibitors, full time US based sales staff utilizing in-person visits and telephone sales to recruit exhibitors. TradeFair Group will also have sales staff visiting the Tripoli area to coordinate with the Country Managers for US firms on their exhibiting needs.

#### **U.S. Pavilion at 9th Auto Expo India**

*New Delhi, India  
Jan 10-17, 2007*

The U.S. Commercial Service Automotive Team is pleased to invite American firms to participate in our U.S. Pavilion at Auto Expo 2008 New Delhi to promote American automotive

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

products and services to the Indian market. The exposition, with an 8-year track record, is one of Asia's premier automotive events, showcasing a wide range of vehicles, auto parts, and aftercare products. Auto Expo 2008 will be held from January 10 ? 17, 2008 at the Pragati Maidan in New Delhi, India. Auto Expo 2006 is the complete automotive show in Asia, organized by the Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and the Society of Indian Automobile Manufacturers (SIAM). The first Auto Expo was held in 1986 and since then it has been institutionalized as a biennial event. Auto Expo 2006 had participation from 1150 players, which included 300 overseas companies from 22 countries and attracted 1.1 million visitors of which 150,000 were business related. Auto Expo 2006 has also obtained the largest ever participation from the Indian Auto Component Industry. Covering an area of over 70,000 sq. meters, spread in the entire exhibition space available in Pragati Maidan, the Auto Expo 2008 is slated to be the largest ever show in terms of size and number of participants. We are eager to work with you to promote your American products and services in India. We look forward to hearing from you before November 15, 2007. For more information, please visit:

[http://www.buyusa.gov/auto/ninth\\_auto\\_expo.html](http://www.buyusa.gov/auto/ninth_auto_expo.html)

### IT

Contact: Louisa Chiang

### **Mobile Office 2007**

*Paris, France*

*December 4-6, 2007*

Mobile Office ([www.mobileoffice.fr](http://www.mobileoffice.fr)) is the only large French event addressing the issue of professional mobility, and highlights the dynamism of this market. An increase of 20 percent is expected in 2007 in the number of exhibitors and visitors, to 250 exhibitors and 10,000 visitors. The event will showcase three major sectors of mobile services: mobile applications, mobile tools, and the road mobile office. The fair is very diversified in format and activities, making it possible to cover many market issues. All market players come to the trade fair: publishers, software houses, operators and manufacturers. It is a prime opportunity to meet all partners under one roof. The show's image, media and coverage and visibility are excellent. An effective promotion will be carried out including a powerful and time tested direct marketing and advertising plan, over 1,200,000 advertising pages with reply coupons, 500,000 invitations sent out, and custom-designed programs for over 1,000 VIPs. Services provided by the U.S. Commercial Service include matchmaking services for the U.S. exhibitors, the release of the latest market research, and U.S. Embassy support at the show.

### **Int'l 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)

### **CeBIT**

Hannover, Germany

*March 4-9, 2008*

CeBIT is the world's largest IT and telecommunications trade fair. In 2006, the event featured over 6,200 exhibitors from 70 countries and welcomed more than 430,000 guests. Last year, business worth close to 11 billion euros was facilitated through this internationally prestigious event. Exhibitors from business process, communications, digital equipment and systems, banking and finance, cutting-edge research and public sector divisions will all be represented. For more information, please visit:

[www.buyusa.gov/germany/en/cebit.html](http://www.buyusa.gov/germany/en/cebit.html)

### Medical

Contact: Jeanne Townsend

### **Sao Paulo International Dental Fair 2008**

*Sao Paulo, Brazil*

*January 25-29, 2007*

The Sao Paulo Dental Association has organized the Dental Meeting and Fair since 1962. It is the largest trade show in this sector in Latin America. Participants can expect to see the best technology in products, equipment and services for the dental area. Over 77,000 attendees and 80 U.S. exhibitors are expected to attend. It is a showcase for dental equipment and materials and also focuses on dental healthcare with conferences and seminars aimed at this all important healthcare industry. The Sao Paulo International Dental Meeting or Congress is held simultaneously with the Dental Fair or Exhibits. Audience profile includes dentists, students, lab technicians, dental hygienists, staff and dental dealers from mainly Brazil and all of Latin America. The United States Commercial Service (USCS) in Brazil supports this trade show under the leadership of trade specialist Jefferson Oliveira. The USCS Sao Paulo will offer Gold key service to U.S. Companies interested in meeting potential business partners or a catalog expositon. Interested US companies should contact Jefferson Oliveira, U.S. Consulate, Sao Paulo: [Jefferson.Oliveira@mail.doc.gov](mailto:Jefferson.Oliveira@mail.doc.gov)

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### **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 regions 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

### **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 first time. 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.

### **FDIC Bahrain**

Manama, Bahrain  
December 9-13, 2007

This is the 2nd time FDIC has been run in Bahrain. This event is a replication of our very successful 77 year old, 30,000 attendee FDIC event in Indianapolis. In Bahrain we expect 5000 visitors from all over the World, predominantly the Gulf States, more than 45% of the exhibiting Companies are directly from the US and a further 25% are US Companies with a local agent. Visitors come from Fire Departments at major industrial Companies as well as Civil Defense Fire Fighters and Fire Officers. The show offers Hands-on training for fire fighters, workshop training and an extensive conference program together with an international 3-day exhibition. We currently have around 40 US exhibitors. Our base for attracting new export minded US Companies comes from our US sales office that also sells exhibition stand space at FDIC Indianapolis. In Indianapolis we attract over 500 Companies. We market to the US Fire industry via brochure, newsletters, press release, advertisements, phone calls, email, fax mailings, direct mail and of course our web site at <http://fdicb07.events.pennnet.com/fl/index.cfm>

### **Travel and Tourism**

Contact: Jolanta Coffey

### **Go West Summit**

January 21-24, 2008  
Colorado Springs, Colorado

The Go West Summit is a marketplace that brings together unique suppliers from the Western U.S. with tour operators looking to expand their tours in the American West region. The Go West Summit has developed into the premier meeting place because of its unique focus and effective format. We provide an intimate business setting structured to give suppliers from a twelve-state, Western U.S. region the opportunity to promote their products and write contracts with tour operators from all the major markets - Asia, Europe, Latin America, Canada, Mexico, Scandinavia and the United States.

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# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

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