

MARYLAND GLOBAL EXPRESS

THE NEWSLETTER OF THE
BALTIMORE US EXPORT ASSISTANCE CENTER

“Your Gateway to the World”

June 2009
NEWSLETTER

Edited by Kewen Xie



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COMMERCIAL NEWS UPDATE

EXPORT TECH PROGRAM

Dates: June 25, July 30, Sept 10

Growth opportunities for manufacturers are increasingly shifting to international markets. Billions of new consumers in emerging economies have joined the global market, while the decline in the dollar's value is spurring exports to these markets. Meanwhile, competition in the domestic market is fiercer than ever. For all of these reasons, and more, global markets are becoming both more attractive and critical to a company's future.

The objective of the Export Tech program is to accelerate the pace, and increase the success rate, for companies as they pursue international sales growth.

Program Overview

The program involves 6-8 companies working as a group in a facilitated process, built around three day-long sessions, with work in between. The goal is to help companies enter the international market for the first time, or expand from a limited base. Unlike a static course, the content is customized to the specific learning needs of participants, and leads ultimately to the development of an actionable international growth plan for each company. And most importantly, this plan is vetted by a panel of business and international experts in the final session.

Process

During the three sessions, spanning approximately 3 months, the participants gain an understanding of the importance of seeing international opportunities, and the hurdles to expansion, as they work with the facilitators to develop a customized export plan for their company.

The program size is limited to approximately 8 participants to provide sufficient time and attention to each company. The participants who are accepted for this course are from non-competing organizations. Each participant is encouraged to share strategic information as the international growth plan is developed.

Individuals interested in receiving more information about the event should contact:

Bill.Burwell@mail.doc.gov. More Information and applications are available at
<http://www.buyusa.gov/baltimore/exportech.html>.

Also in this issue:

- **Commercial News Update:** SBA Launches New Loan Program
- **Upcoming Commercial Service Events:** Webinar China Standards Regime: Preparing For Exports
- **Business Opportunities:** Armored Vehicles needed in Baghdad
- **New Market Research:** Soft Drink Market in Egypt

SAVE THE DATE!

BALTIMORE EXPORT ASSISTANCE CENTER 5TH OPEN HOUSE SEPTEMBER 18TH, 2009

Baltimore U.S. Export Assistance Center will host its 5th Annual Open House on **September 18th, 2009 from 4-6 PM**. The Open House will be held at our office at 300 West Pratt Street, Suite 300 and followed by a baseball game featuring the Orioles against the Boston Red Sox at Camden Yards.

The Open House is an opportunity to learn about the Center's activities, recognize local businesses with awards for their export achievements, and to network. Invited guests include our supporters in the Maryland business community active in U.S. Commercial Service events, and local exporting companies.

Baseball tickets can be purchased for \$35 by **September 11, 2009**. To register and purchase tickets, please email Bill.Burwell@mail.doc.gov.



U.S. Small Business Administration ONLINE TRAINING FOR EXPORTERS

Global Enterprise: A Primer on Exporting is a free, self-paced course that provides practical guidance on exploring international markets. The new course is available from the Small Business Administration training Web site at www.sba.gov/training. To access the course, click on "Free Online Courses," and then select the first course listed under International Trade.

The course is a comprehensive training module using script and audio to provide fundamental information about selling in global markets. It illustrates how to identify international markets, develop an export strategy, make and receive international payments, and finance trade operations, plus guidance on determining a firm's readiness and suitability for exporting.

In addition, the SBA's partnership with the U.S. Department of Commerce and the Export-Import Bank offers federal export programs and services through the U.S. Export Assistance Centers.

Course participants completing the 30-minute online training programs can earn a certificate of completion from the SBA, with their name, date and course title. The Export Primer course is one of nearly 30 online tutorials offered by the SBA.

SBA Launches New 100-Percent Guarantee ARC Loan Program

Small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through to a new loan program.

Beginning on June 15, the Small Business Administration (SBA) will start guaranteeing America's Recovery Capital (ARC) loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them. As part of the Recovery Act, the ARC program was created as a no-interest, deferred payment loan to help small businesses that have a history of good performance, but as a result of the tough economy, are struggling to make debt payments.

ARC loans will be disbursed within a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers and utilities. Repayment will not begin until 12 months after the final disbursement. Borrowers don't have to pay interest on ARC loans. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years.

ARC loans will be made by commercial lenders, not SBA directly. For more information on ARC loans, visit www.sba.gov.

GUIDE TO SAFE HARBOR SELF-CERTIFICATION AVAILABLE

U.S. companies that are seeking to comply with the data protection directive of the European Union (EU) about safeguarding personal data transferred to the United States by self-certifying compliance to the U.S.–EU Safe Harbor Framework now have a basic handbook to follow, with the recent publication of [Guide to Self Certification: U.S.–EU Safe Harbor Framework](#).

In 2000, the U.S.–EU Safe Harbor Framework was negotiated by the Department of Commerce and the European Commission to provide a way for U.S. companies to comply with the EU's Directive on Data Protection, which went into effect in October 1998. (See the [November 2007 issue](#) of *International Trade Update*.) This directive prohibits the transfer of personal data to non-EU nations that fail to meet the European “adequacy” standard for privacy protection.

The framework is an important, cost-effective tool for U.S. companies to avoid interruptions in their business dealings with EU companies or enforcement action under European privacy laws. Self-certifying compliance to the framework will ensure EU organizations that a U.S. company is providing adequate privacy protection as defined by the EU directive.

The 59-page guide provides an outline of the most critical pieces of the U.S.–EU Safe Harbor Framework, including a sample application, a “Helpful Hints Guide” that explains how to complete the application, and answers to frequently asked questions.

The guide also contains a list of third-party dispute resolution providers. Under the terms of the framework's self-certification process, organizations that are self-certifying must offer an independent recourse mechanism that can address unresolved complaints. This mechanism must be in place before self-certification.

To download a copy of the guide, or to learn more about the Department of Commerce's Safe Harbor program, [visit their Web site](#).



Online Links Regarding Stimulus Funds

www.sba.gov/recovery/information

The stimulus bill provides \$730 million to Small Business Administration (SBA) to make changes to the agency's lending and investment programs so that they can reach more small businesses that need help. The Small Business Administration (SBA) Recovery Information Center details tax incentives and financing opportunities available.

www.recovery.maryland.gov

The Maryland Department of Business and Economic Development (DBED) website providing information and tools necessary to track the statewide progress of Maryland's Recovery and Reinvestment plan. DBED is also designing a contractor outreach and education plan and a new business alliance program to promote stimulus opportunities to Maryland businesses.

<http://statestat.maryland.gov/taxbusiness.asp>
Tax Benefits for Businesses

<http://statestat.maryland.gov/smbusiness.asp>
Helping Small and Family Owned Businesses

<http://statestat.maryland.gov/taxfamilies.asp>
Tax Benefits for Families and Individuals

www.recovery.gov

The Federal Government website serves as the main vehicle to provide each and every citizen with the ability to monitor the progress of the recovery. Features include an explanation of the American Recovery and Reinvestment Act; shows how, when, and where the money is spent; provides data that will allow citizens to evaluate the Act's progress and provide feedback.

UPCOMING COMMERCIAL SERVICE EVENTS



SAVE THE DATE!

Growing Your Export Business: China, Korea & Taiwan

The Baltimore US Export Assistance Center will host the seminar, "Growing Your Export Business: China, Korea & Taiwan". Commercial Service Officers with extensive in-country experience in these markets will share their knowledge through presentations, as well as one-on-one counseling sessions. Representatives of M&T Bank and the Small Business Administration (SBA) will also be on hand to present and share helpful financing information for businesses.

Dates/ Locations:

- June TBD – College Park
- June 10 – Towson/Baltimore

Companies interested in receiving more information about the event should contact:

Kewen.Xie@mail.doc.gov.



EXECUTIVE TRADE MISSION

Tripoli, Libya & Algiers, Algeria

November 4-8, 2009

Increasingly market driven economies, vast capital reserves, and ambitious infrastructure projects put Libya and Algeria among the world's most promising markets for U.S. exporters!

Libya

- Two-way trade between the US and Libya has surged since the easing of US sanctions in 2004.
- The Libyan Government is making efforts to diversify the economy and encourage private-sector participation in new manufacturing and service activities.
- As Libya moves forward with its transition, the country holds potentially rich trade opportunities in almost every sector.

Algeria

- Algeria's large oil and natural gas resources and an economy growing by 3-5% annually have generated almost \$200 billion in foreign exchange reserves (more than any country in the region).
- The United States ranks as Algeria's largest bilateral trading partner in the world. As in Libya, demand for infrastructure products and technologies is on the rise.

The Department's first executive trade mission to Libya and Algeria will promote U.S. products and technologies in "best prospects" sectors, including but not limited to:

- Energy
- Environmental Protection
- Information Technology
- Infrastructure
- Safety and Security

Cost: \$5,850 for small/ medium-sized businesses; \$6,900 for large firms

***Application Deadline: August 1, 2009**

Apply today at northafricamission@mail.doc.gov.

US PAVILION AT BRIGHT GREEN

Copenhagen, Denmark
December 12-13, 2009

The U.S. Commercial Service and the U.S. Embassy in Copenhagen will be hosting a USA Pavilion at the Bright Green event, which takes place in parallel with the United Nations Climate Change Conference. The last call for a new global climate agreement, the Copenhagen Protocol aims to succeed the Kyoto Protocol, which expires in 2012. Exhibiting at this event is a unique opportunity to make your statement and brand your company as part of the global climate solution.

By being part of this event, your company will have a unique opportunity to make your statement and brand your company as part of the climate solution. Bright Green will be the place for official visitors and international press to witness firsthand what the cleantech industry can do and showcase real solutions to real problems.

For more information please visit:

<http://www.buyusa.gov/denmark/en/110.html>.

WEBINAR CHINA STANDARDS REGIME: PREPARING FOR EXPORT

Venue: Your Computer

Date: June 11, 2009 10:30-11:30 am ET Learn

More/register:

<http://www.buyusa.gov/asianow/chinastandardswebinar.html>

Fee: \$35

The U.S. Commercial Service is offering a webinar entitled, "China Standards Regime: Preparing for Exports". This live internet briefing will cover important China import standards and regulations -- what U.S. exporters need to know prior to shipment. Including, what standards and certifications may apply; variations in interpretation by province and port; interacting with AQSIQ and other key standard organizations; China's indigenous standards; what to do when problems arise; and resources available to exporters.

Hear from and raise your questions with the Standards Attache at the American Embassy in Beijing, and ANSI's Senior Representative for China Affairs.

Date: June 11, 2009, 10:30-11:30 am ET.

To register and for more information contact kellie.holloway@mail.doc.gov or go to <http://www.buyusa.gov/asianow/chinastandardswebinar.html>

SECRETS OF NIH SMALL BUSINESS GRANT APPLICATIONS

**Learn how businesses and academics can tap into
\$700 Million of NIH funds**

Please join us for a presentation by
Gregory Milman, Ph.D.
Director of the Office for Innovation and Special
Programs
National Institute of Allergy and Infectious Diseases
National Institutes of Health

Wednesday, June 3, 2009

5:30 - 6:30 p.m.

Whiteford Taylor & Preston LLP

7 St. Paul Street, 19th floor

Baltimore, MD 21202

View event announcement and register online at:
<https://www.gbc.org/NewsAndEvents/EventRegister1.cfm?eid=1954>

For more information on the MMRDI program,
please contact MMRDI Staff:

Jacqueline Du Bois, Program Manager, TEDCO
Minority Programs
jdubois@marylandtedco.org or 410-715-4176

Ajay Gupta, MMRDI SBA Counselor
agupta@gsecurity.com or 240-731-0756

NATIONAL SCIENCE FOUNDATION GRANT!

The National Science Foundation is accepting applications for its Environmental Implications of Emerging Technologies program to support new technologies such as nanotechnology, biotechnology, and information technology.

Fundamental and basic research is sought to establish and understand outcomes as a result of the implementation of new technologies such as nanotechnology, biotechnology, and information technology. The program also supports research on the development and refinement of sensors and sensor network technologies that can be used to measure a wide variety of physical, chemical, and biological properties of interest in characterizing, monitoring, and understanding environmental impacts.

Source: Funding Opportunity Number: PD-09-1179

Web site: The grant announcement is at http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=501030

Applications Due By: September 15, 2009

Contact: Paul L. Bishop, (703) 292-2161, pbishop@nsf.gov

SAVE THE DATE!

INTERNATIONAL PROCUREMENT OPPORTUNITIES

Tuesday, June 9, 2009, 10am-12pm
Baltimore, MD

A practical training course on finding and capturing MDB-funded projects

The World Bank provides billions of dollars to developing countries every year and plans to augment this funding in response to the recent economic downturn. Other multilateral development banks (MDBs) are also increasing their activities to help stimulate local economies during the global recession. Projects funded by the MDBs provide contracting opportunities for U.S. manufacturers and consultants across a wide spectrum of industries, including health, transportation, energy, water, finance, agriculture, institutional development, and education. MDB-funded contract opportunities range from massive once-in-a-generation infrastructure projects to hundreds of small equipment purchases and consulting engagements.

Senior Commercial Officer David Fulton will provide a practical training course on finding and capturing MDB-funded projects and consulting opportunities, and will describe how companies can build a strategic approach to MDB-funded business. The training course will address:

- Identifying specific procurement opportunities in MDB-funded projects
- The MDB project development cycle
- Proposed and active projects already in the pipeline
- How the MDBs use consultants and how to register your firm for consulting opportunities
- Engaging the MDBs as a strategic customer segment for your company
- MDB standard contract terms and conditions

Bonus! By special arrangement with the United Nations, registered attendees for this seminar will receive a one-month complimentary subscription to UN Development Business, the online database that aggregates contracting opportunities from 20 different international development organizations.

Cost: \$20

For more information or registration please contact:
Jeanne.Townsend@mail.doc.gov.

19TH INTERNATIONAL DENTAL SHOW RIO DE JANEIRO, BRAZIL JULY 15-18, 2009



The Rio de Janeiro International Dental Meeting has become an important dental international event organized and produced by the Brazilian Dental Association/Rio de Janeiro. The catalog event only takes place every other year and is Brazil's and South America's second most important dental show.

The program consists of:

- Scientific programs
- Military World Dental Congress
- Dental Prosthetics National Congress
- Great Market Exposure and Leads

Cost: only \$400

For more information or registration please contact:
Mariza.Velho@mail.doc.gov.

BUSINESS OPPORTUNITIES WITH THE IDB GROUP IN THE CARIBBEAN

Location: Inter-American Development Bank
IDB Enrique V. Iglesias Conference Center
1330 New York Avenue, NW, Washington, DC

Date: June 23, 2009 at 12:30 p.m. **Cost:** \$50.00

The Inter-American Development Bank (IDB) will hold a seminar on Business Opportunities at the IDB Group: Focus on the Caribbean on Tuesday, June 23 at its Washington, D.C., headquarters. The event will begin with a networking luncheon at 12:30 p.m. and continue with a seminar from 2:00 p.m. to 5:00 p.m.

The program will concentrate on consulting, investment and procurement opportunities generated by the IDB Group's lending program for the Caribbean region. There will be presentations on the overview of the IDB Group, current portfolio for the Caribbean and a panel on the Bank's facilities and windows for the private sector.

The seminar is a part of a series of activities at the IDB in June marking the celebration of the Caribbean-American Heritage Month in the United States.

The details of the event, such as agenda and registration, will be available shortly on our [website](#).

For further information, contact Omar Wehab at 202-623-2701 of the Office of External Relations at the IDB.

AN EVENT NOT TO BE MISSED!

CS Canada Repcan 2009 Business Matchmaking Event



CS Canada is proud to announce their flagship event, **REPCAN 2009- BUSINESS MATCHMAKING EVENT!** This multi-sector matchmaker event will be held in:

Toronto, Ontario- September 28-29, 2009

Montreal, Quebec- September 30-October 1, 2009

Vancouver, British Columbia- October 5-6, 2009

It is designed to provide U.S. export-ready, small to medium-sized companies with a highly efficient and cost-effective opportunity to establish profitable commercial relations with prospective agents, distributors and end-users in any one or all three, of Canada's primary regional markets.

Repcan 2009 offers:

- One-on-one business meetings with potential business partners at each stop
- Opportunities to display and distribute your promotional materials
- Networking events with key Canadian business, industry and government contacts
- National market exposure for your product and services in Canada
- Visibility on CS Canada's Featured U.S. Exporters (FUSE) webpage
- Assistance with logistics and customs
- Expert business counseling before, during and after your participation.

Products/Services must be 51% U.S. content by value to be eligible.

Cost: US\$1,500 per location for small companies;
US\$3,000 per location for large companies

Register Today as Space is Limited! Deadline to register is July 31, 2009.

<http://www.buyusa.gov/canada/en/repcan2009.html>

For additional information contact: Madellon Lopes at madellon.lopes@mail.doc.gov.



At **MEDICA 2009**, the US Commercial Service will offer a unique way for US firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office at MEDICA 2009** 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.

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

There is a limited number of premium, private meeting spaces available for \$5,300.

For more information and to sign up for the program please click on the following link:

http://www.buyusa.gov/healthcare/medica_ceo.html

N-EXPO Kansai 2009

Environmental Technologies Trade Show September 3-5, 2009

N-EXPO Kansai 2009 will take place in Osaka City, Japan's second largest metropolitan region. The show will host a U.S. Pavilion at the International Exhibition Center INTEX. The newly expanded N-EXPO Kansai 2009 will present an attractive opportunity for U.S. companies, especially new-to-market companies, to market their products in western Japan, to find agents or distributors, and to network with thousands of environmental industry professionals in the region and western Japan.

For further information and registration, please check the following CS Japan website:

<http://www.buyusa.gov/japan/en/enviro.html>.

BUSINESS OPPORTUNITIES

Armored Vehicles:

Description: The Kuwaiti Ambassador to Baghdad needs quotes for 4-5 good armored vehicles, such as Suburbans, Chevies, or Yukons, for use in Baghdad, Iraq for himself and his new mission.

When: ASAP

Contact: H.E. Ambassador Ali Al-Moumin
Tel: 00770-077281 or 0790 1922258 or 0790 1922 305 (Bagdad)
E-mail: alialmumin@yahoo.com

Thermal Power Plant:

Description: The Egyptian Electricity Holding Company (EEHC) through its affiliate company, East Delta Electricity Production Company (EDEPC) now invites sealed bids from eligible bidders for designing, fabricating, furnishing, delivery to site, receiving, storing, installing, training, testing, start-up & commission and maintenance until Operational Acceptance Certificate (OAC) of the Water Treatment and Desalination Systems for El Ain El Sokhna Supercritical Thermal Power Plant.

When: Deadline August 17, 2009.

Contact: Senior Commercial Officer David Fulton
U.S. Commercial Service Liaison Office in the World Bank
Email: dfulton@worldbank.org

Automotive Oil Lubricant:

Description: Iberia Business Group (IBG) is looking for U.S. suppliers of automotive oil lubricant, destination Georgia (Eastern Europe). The U.S. supplier/exporter must be willing to work with Exim Bank's short-term credit insurance guarantee for 180 day open account terms. An intermediary consultant has completed Exim Bank required documentation on behalf of IBG: credit report, trade references, and the company financials for the past three years and a bank reference.

IBG is looking for a wide range of oil products, such as engine mineral, semi-synthetic and synthetic oils (0W40, 5W30, 5W50, 10W40, 15W40, 20W50), antifreeze and transmission fluids, brake fluids (DOT 4 & 5) and hydraulic fluids. They are looking both premium and house brands that offer competitive pricing. The initial order will be around \$300-600 thousand USD and if they can find the right exporter/manufacturer that's willing to work on these terms, they will reapply for the Exim guarantee on a larger amount."

Contact: Ryan Hollowell, International Trade Specialist
Ph: 212-809-2678
Ryan.Hollowell@mail.doc.gov

NEW MARKET RESEARCH

Below is a short list of our new market research in the ICT, security and defense sectors from the past month - for more info on these & other free reports, visit http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no

Argentina: Irrigation Equipment
Argentina: Poultry Processing Equipment
Australia: Underground Coal-Mining Equipment
Australia: Aged Care Sector
Australia: Packaging Equipment
Belgium: The Belgian Broadcasting Market
Canada: Green Energy from New Wind Power Projects
Canada: Toronto Island Airport Expansion
Chile: Book market
China: Pleasure Boat Industry
Colombia: Plastic Equipment, Materials and Resins Industry (PMR)
Ecuador: 2009 Hotel/Restaurant Market Brief
Egypt: Medicated Skin Care Products
Egypt: Vitamins and Dietary Supplements
Egypt: Soft Drinks Market
Finland: Medical Industry Overview
France: Civil Aircraft Manufacturers
Germany: Boat Lifts Industry
Germany: Green Building
Germany: Mobile Communications
Guatemala: Travel and Tourism Services
Hong Kong: Spa Development
Hungary: Energy Market Profile
Hungary: Travel and Tourism
India: Dental Equipment Market
Indonesia: Medical Equipment and Supplies
Japan: Asbestos Abatement Technologies and Services
Japan: Food Analysis Equipment
Japan: Building Products Import to Japan
Kenya: Financial Services Industry
Mexico: Fixed, Mobile and VoIP Telecommunications
Mexico: Metalforming Equipment Market
Mexico: Cement Industry Overview '09
Mexico: Factoring Industry
New Zealand: Green Technologies
Other: NATO Procurement Process
Romania: Water and Wastewater
Romania: Renewable Market Profile
Saudi Arabia: Mining Sector Outlook
South Africa: Construction and Building Material Industry
Spain: Fast Food Industry
Spain: Catering Sector Overview
Vietnam: Radio Communication & Flood Warning System

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Education/Agricultural Products/Processed Foods/ IT/ Telecommunications

Contact: Janee Pierre-Louis

Janee.Pierre-Louis@mail.doc.gov

General Services/Financial Services/Manufacturing

Contact: Bill Burwell

Bill.Burwell@mail.doc.gov

Healthcare Technologies/Biotechnology

Contact: Jeanne Townsend

Jeanne.Townsend@mail.doc.gov

Small Business Administration (SBA)

Contact: Michele Kennedy-Kouadio

Michele.Kouadio@mail.doc.gov

Call us today! 410-962-4539
<http://www.buyusa.gov/baltimore>