

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

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[US & FCS- Baltimore USEAC](#)

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## MARYLAND GLOBAL EXPRESS

The Newsletter of the  
Baltimore US Export Assistance Center  
"Your Gateway to the World"

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



**DECEMBER 2008**  
**NEWSLETTER**

Edited by Doug Friedman

### Trade Winds Forum: Eastern Europe Trade Mission and Business Conference in Warsaw, Poland April 20-22, 2009.

In keeping with OIO-Europe and the Mid-Atlantic Network's continued collaboration, the 2009 program will offer a Pan-European Business Conference, client consultations with Senior Commercial Officers and business-to-business matchmaking meetings with prospective partners from Poland and the surrounding markets of the Czech Republic, Slovakia, Hungary and Lithuania.

Following review by the Trade Events Board, we plan to launch recruitment in September so please be on the alert for additional details from our event team.

We are very excited to be working with the Europe SCOs once again and we look forward to building on our past success in Crystal City (2007) and Turkey (2008) with another successful program in Poland in 2009.

### International CES 2009, January 8-11, 2009

The 2009 International Consumer Electronics Show (CES) is a focal point for annual US Department of Commerce outreach to the technology industry. As in past years, CES has been designated an International Buyer Program (IBP) trade show, which reflects significant federal resources available to attendees interested in international export markets. This year, more than 20 representatives of the commercial sections of US embassies and consulates around the world will be in attendance. Many will be leading buyer delegations from their respective countries, and all will be available to counsel US

exporters on their home markets.

If you wish to meet with representatives of any of our international offices while at CES, please contact Karl Kailing at [karl.kailing@mail.doc.gov](mailto:karl.kailing@mail.doc.gov) to schedule an appointment.

### Japan: A Rising Sun for Maryland Exporters, Dec. 12

Time: December 12, 9:00 – 12:00 followed by consultations

Place: TBA

Contact: [Kenneth.Duckworth@mail.doc.gov](mailto:Kenneth.Duckworth@mail.doc.gov)

Price: Free

Japan boasts the largest and most diverse economy in Asia, and is second only to the U.S. on the world's economic stage. Thousands of U.S. companies have established successful operations in Japan and even more export to Japan on a regular basis. Why don't you learn how to join them?

Commercial Specialist, Misa Shimizu, U.S. Commercial Service, Sapporo Japan will provide you with first-hand insights on successfully navigating Japan's business culture, finding markets for your products and understanding how to sell your product to the Japanese consumer.

She has extensive experience promoting and marketing U.S. manufactured healthcare and nutritional supplements in the Japanese market and in helping U.S. firms launch business or build large sales channels in Japan.

She will be available for one-on-one consultations following her presentation.

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### Webinar: China in 2009

China Perspectives on Operations  
in 2009 and the Economy  
Webinar



#### China in 2009 Perspectives on Operations and the Economy

**Date:** Tuesday, December 16, 2008

**Time:** 10:00 am EST

**Duration:** 60 minutes

**Contact:** Jesse Marth (267-292-4522; [jmarth@uschina.org](mailto:jmarth@uschina.org))

As this dramatic year comes to an end and unprecedented economic challenges unfold, understanding what 2009 has in store for your China business is a strategic way to spend one hour of your time.

The US-China Business Council (USCBC) and its magazine, the *China Business Review*, invite you to attend a free webinar covering the key issues that could influence your 2009 China business, including perspectives on commercial opportunities, risks, and China's economic outlook.

Join moderator Bob Poole, USCBC's vice president of China operations, and panelists Frank Gong, managing director, JPMorgan Securities (Asia Pacific) Limited, and Jan Borgonjon, president, InterChina Consulting, for a comprehensive look at 2009.

In addition to covering the topics below, the panelists will provide ample time for an interactive question-and-answer session. Register today using the link below so that you don't miss insights on

- China's economic outlook
- The effects of the international economic crisis on China
- Cost fluctuations
- Human resources and labor
- Intellectual property
- Consumption in China

### INTERNATIONAL BUILDERS' SHOW 2009

**Date:** January 20-23, 2009

**Venue:** Las Vegas, Nevada

The [International Builders' Show](#)<sup>1</sup> is the largest annual light construction building industry trade show in the world and also includes the largest number of construction related meetings, seminars and workshops. There are more than 1,600 individual manufacturers and suppliers who exhibit at the show, with over 1 million gross square feet of exhibit space. The show offers the largest display of residential and commercial building industry products and materials in more than 200 construction product categories and attracts more than 105,000 professionals from nearly 100 countries. For more information on the IBS 2009 event, please check the show's website: [International Builders' Show 2009](#)

#### A) Seminars, Educational Sessions and Tours

IBS 2009 will offer more than 200 educational programs, workshops and seminars focusing on the business of residential and light commercial construction and current building industry trends. Attendees can also learn about new construction techniques by visiting demonstration areas located on the Show floor. These demonstrations will include the newest installation techniques and tools for steel and wood framing as well as concrete buildings, structures and foundations. A wide range of tours will be offered at IBS 2009, showcasing the latest product technologies, design ideas and building techniques. For more information on the seminar, educational sessions and tours, please check the show's website: [International Builders' Show 2009](#)<sup>1</sup>

#### B) The nextBUILD Show

nextBUILD will highlight the latest generation of products, services and solutions in automated home management, communications systems, computing, and more. nextBUILD high-tech focus will extend to special workshops held throughout the Show. For more information on TechHOMEexpo, please check the website: [International Builders' Show 2009](#)<sup>1</sup>

#### C) The Builders' Virtual Trade Show (VTS)

Attendees will also have access to the Builders' Virtual Trade Show (VTS). Accessible online, information about the products and services of every show exhibitor is available for review 24 hours per day, 7 days per week. The Builders' Virtual Trade Show (VTS) will be searchable by product category and sub-category, will give attendees the ability to search exhibitor internet sites for specific products or services, and will even allow attendees to view broadcasts of educational seminars, new product launches and exhibitor interviews.

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If you are interested to attend the event, please complete and return the attached response form to [mark.wells@mail.doc.gov](mailto:mark.wells@mail.doc.gov) or access the official show website at [International Builders' Show 2009](#)



## World Trade Center Institute's 19<sup>th</sup> Anniversary and Wine Tasting, Dec. 4

**DATE:** December 4, 2008

**TIME:** 4-6:30 PM

**LOCATION:** WTC Baltimore

Top of the World

27th Floor

401 E. Pratt Street

Baltimore, MD 21202

Join fellow members of the Maryland global business community for a festive evening of wine tasting with countless networking opportunities.

-Learn about wines from around the world directly from embassy diplomats

-Test your senses and savvy at one of the "Vini Vegas" wine casino challenges

-Enjoy appetizers and view of the city from the World Trade Center's "Top of the World"

### Participating Embassies:

**Argentina, Chile, Greece, Hungary, Israel, Switzerland, and South Africa**

### Tickets:

\$25 - members

\$50 - nonmembers

## Public Security Innovation Conference 2008 – World Forum, The Hague, Netherlands, December 10, 2008

After the very successful Mainport Security Conference in Rotterdam in 2007, the U.S. Commercial Service in The Hague and Taskforce Europe have the pleasure to organize a Public Security Innovation Conference in The Hague on December 10, 2008. The conference is geared towards European and Dutch officials responsible for public safety, infrastructure security, anti terrorism, industrial sites and public buildings. It focuses on trends and innovations in the field of security, and showcases today's hot topics in the market of security related products and services. Leading U.S. companies will show their latest technologies; industry experts and representatives of the U.S. Department of Homeland Security and U.S. Coast Guard will brief the audience on the latest developments. Dutch officials will highlight opportunities for innovation and technology, and how to spend their resources. U.S. companies interested in playing a role in this arena have the opportunity to present their company and products/ services for an audience of opinion leaders, decision makers and executives of the Dutch security sector. For further information please contact Mr. Bram Groen, U.S. Commercial Service in Hague E-mail: [bram.groen@mail.doc.gov](mailto:bram.groen@mail.doc.gov).

## India Medical Fair 27 – 29 March, 2009



**Date:** 27 – 29 March, 2009

**Venue:** Pragati Maidan

New Delhi

### Why be in the U.S. Pavilion? We make it easy!

- \*Built-up space in the pavilion
- \*Promotion
- \*Directory
- \*Industry and Embassy Briefing
- \*Networking Event

**Cost:** \$3,200 (for min 9m<sup>2</sup>)

**Make the most of your time in India by requesting pre-screened one-on-one meetings with Indian agents, distributors, and end users for an additional \$600.**

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### ABOUT THE EXHIBITION:

#### Exhibitor profile:

Medical Equipment, Hospital Supplies, Surgical Items, Medical Disposables, Rehabilitation Aids, Diagnostics, Hospital Furniture, Radiology & Imaging Equipment, Physiotherapy Equipment, Critical care/Emergency Equipment, Disinfections & Waste Management Systems, Medical Software, Medical Publications

#### Visitors Profile:

Medical Professionals/Doctors, Surgeons, Para-medical Professionals, Hospital Administrators, Pathologists, Radiologists, Physiotherapists, Distributors/Traders, Importers, Senior professionals from both Govt. and private hospitals

### Indian Healthcare Industry Trends

Indian healthcare industry is experiencing a rapid transformation. Healthcare is expected to be one of India's largest industries in the near term with present growth rates of around 13 percent per year.

The Industry is estimated at US \$ 35 billion and is expected to reach over \$75 billion by 2012.

Reasons for demand for quality healthcare:

- Population of 1 billion people, growing at a rate of 1.6 percent per year,
- Growth in affluence of over middle-income consumers
- Changed demographic profile
- Rise of lifestyle-related diseases,
- Increased coverage by Medical Insurance
- Growing Medical Tourism

Additionally:

**-Medical infrastructure is far from adequate** as demand surpasses availability. To meet growing demand, 1 million beds will have to be added by 2012. It requires a total investment of \$77.9 billion.

**-The medical infrastructure market is expected to grow at 14.5 percent.**

**-New and up-graded hospitals are being planned** by the government and private sector.

**-Greater demand for medical equipment.** The medical equipment segment is estimated over \$2.3 billion, is expected to reach \$5 billion by 2012. Imports account for over 65 percent of the entire medical equipment market.

**-Government is in the process of establishing regulations for medical devices.** Currently, few devices are regulated.

**-Medical tourism is one of the major external drivers of growth** of the Indian healthcare sector. It leverages high quality educated, English-speaking staff, state-of-the-art private hospitals and diagnostic facilities, and relatively low cost. Indian medical tourism was estimated at \$350 million 2006 and has the potential to grow into a \$2 billion industry by 2012.

Contact:

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New Delhi

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Specialist, New York

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212-809-2644

## Tapping into Northeast China's Under-Tapped Education Market

**Date/Time:** Monday, December 8th from 8 p.m. to 9 p.m. EST

**Description:** This interactive webinar will present strategies for recruiting students from northeast China, an economic overview of this market, Chinese student flow trends and projections, the latest visa procedures and guidance, and assistance from the U.S. Departments of Commerce and State in northeast China. Speakers include: the U.S. Consulate in Shenyang - Commercial Section, to brief on regional economic and educational sector overview; and, the Consular Section, to brief on student visas. Liaoning University Professor and Director of International Exchange, Ms. Cao Lihua, will discuss higher education trends and what students from this region are seeking in a U.S. university.

**Participant Fee:** \$35.00.

**Registration Link:**

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q1M>

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### 2009 Northeast Buyers Mission

The 2009 Northeast Buyers Mission, which is funded by Food Export USA--Northeast and the Food Export Association of the Midwest, is an outstanding opportunity to access the thriving international food marketplace. Twenty-four buyers from around the world will meet with suppliers from throughout the Northeastern United States at the Ritz Carlton Hotel in Philadelphia, PA. Buyers have been carefully screened and will meet one-on-one with US suppliers in Philadelphia, New York and Boston. Last year, there was a strong contingent of Maryland companies at this event. The cost to participate is \$112.50 if you register before December 22 and is \$189.50 if you register after December 22. Registration will close on January 19, 2009. Whether you are a new or an experienced exporter, this is a cost-effective way to meet potential new buyers and does not require you to spend more than a day away from your business. Space is limited, so please register early. For registration information, please contact Theresa Brophy at [brophyt@mda.state.md.us](mailto:brophyt@mda.state.md.us) (Maryland Department of Agriculture) or Janee Pierre-Louis (Baltimore Export Assistance Center) [Janee.Pierre-Louis@mail.doc.gov](mailto:Janee.Pierre-Louis@mail.doc.gov).

### Interoperable Communications Seminar – Ottawa, Canada, January 15 - 16, 2009

In the post 9/11 environment, Canadian officials recognize that it is imperative to ensure that all communications between first-responder agencies and other public safety providers are interoperable not just within Canada but between Canada and its closest neighbor and ally, the United States. Therefore, the Government of Canada (GOC), as well as, Canadian Government bodies at the provincial and municipal levels are seeking to significantly upgrade their emergency communications capabilities. For further information, contact Ms. Tracy Ford of the U.S. Commercial Service in Ottawa at 613-688-5406 email: [Tracey.Ford@mail.doc.gov](mailto:Tracey.Ford@mail.doc.gov).

#### **NEW MARKET RESEARCH:**

A short sampling follows - for more info on these & other free reports go to <http://www.export.gov/mrktresearch/index.asp> directly.

Argentina - Aviation and Parts  
Australia - Aircraft and Parts  
Brazil - Brazilian Navy implements Ocean Surveillance Projects  
Brazil - Tranquedo Neves International Airport - Industrial Airport  
Canada - Aircraft Parts  
Canada - Interoperable Communications Seminar

Chile - Computer / Software Industry  
Colombia - Safety and Security Industry  
Germany - IT-Security Software  
Greece - Defense Procurement  
Italy - ICT Trends  
Mexico - Digital Media in Mexico  
Mexico - Regulation Updates in the Telecom Sector 2008  
Poland - Defense Market in Poland  
Poland - E-Government  
Switzerland - Internet Security  
Venezuela - CCTV Systems and Fire Detection Systems  
Venezuela - Wireless Telecommunication Sector  
Brazil - Anatel Modifies Fixed-Line Operators' Universal Access Obligations  
Brazil - Federal Development Bank Approves US\$146mn to Fund Telecom Carrier  
Brazil - Communications Ministry to Invest US\$17mn in Wireless Internet Solutions  
Australia - IT Security Market  
Canada - Ontario's ICT market  
Canada - Opportunities in Ontario's IT Corridor  
Canada - US-Canada ICT Partnering Seminar  
China - Internet Development  
Czech Republic - Electronic Industry  
Egypt - Tender for 2nd Fixed Line License Postponed  
Germany - Micro- and Nanomanufacturing Market Update  
Hong Kong - Telecommunications & Broadcasting  
Indonesia - Cellular Services  
Italy - ICT Security  
Kenya - Wireless Industry  
Malaysia - Broadband  
Mexico - Fixed, Mobile and VoIP Telecommunications  
Mexico - Sending Samples To Mexico  
Netherlands - Healthcare IT  
Russia - Roadmap for Importing Encrypted Products  
Singapore - Government IT Procurement 2008  
Singapore - Broadband Market  
Singapore - Government-wide Standard ICT Operating Environment  
South Korea - Resource Recycling Policy for Electronic Products  
Taiwan - Worldwide Interoperability for Microwave Access (WiMAX)  
Thailand - Electronic Industry  
Turkey - Digital Broadcast Market  
West Bank - The Palestinian Information & Communications Technologies Sector

### Selected U.S. Commercial Service 2008 Trade Events

#### **Energy**

Contact: Kenneth Duckworth  
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#### **Aerospace**

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Contact: Kenneth Duckworth  
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### **Environment**

Contact: Louisa Chiang  
[Louisa.Chiang@mail.doc.gov](mailto:Louisa.Chiang@mail.doc.gov)

For more Environmental Technology events visit  
<http://www.buyusa.gov/environmental/upcomingevents.html>.

### **Medical**

Contact: Jeanne Townsend

Check out the Healthcare website:  
[www.buyusa.gov/healthcare](http://www.buyusa.gov/healthcare)

#### **Contact:**

#### **Jeanne Townsend**

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[Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

### **Safety/Security**

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### **Travel and Tourism**

Contact: Jolanta Coffey

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