

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

[US Department of Commerce](#)  
[US & FCS- Baltimore USEAC](#)  
401 E. Pratt Street, Suite 2432  
Baltimore, MD 21202  
[Office.BaltimoreUSEAC@mail.doc.gov](mailto:Office.BaltimoreUSEAC@mail.doc.gov)  
Tel: 410-962-4539  
Fax: 410-962-4529

**"Your Gateway to the World"**



## APRIL 2004 NEWSLETTER

### News Stories

#### **Al Frink Nominated Assistant Secretary of**

**Manufacturing and Services** – Commerce Secretary Donald L. Evans announced the Bush Administration's intention to nominate Al Frink for the position of Assistant Secretary of Manufacturing and Services. Once nominated and confirmed, Frink will serve as the Bush Administration's point person on manufacturing and will focus on ways to help the sector grow, create jobs and compete in the global economy.

"Al's extensive background as a manufacturer makes him a great candidate to serve because he has walked in their shoes and knows first hand the barriers that are challenging American manufacturers," said Evans. "President Bush understands that manufacturers are the engine that creates jobs, grows our economy and raises our standard of living."

Evans also appointed Don Wainwright as Chairman and Karen Wright as Vice-Chair of the Manufacturing Council. The Manufacturing Council will ensure manufacturers of all sizes have a voice in the ongoing implementation of the administration's manufacturing initiative. More at [http://www.export.gov/comm\\_svc/press\\_room/news/articles/mfg\\_appoint\\_040904.html](http://www.export.gov/comm_svc/press_room/news/articles/mfg_appoint_040904.html).

#### **District of Columbia Woman Receives SBA Regional Champion Award for Minority Small Business**

**Advocacy** - The United States Small Business Administration's Region III Administrator Allegra F. McCullough today announced that Dr. Sharon T. Freeman, a Washington, DC international economic development specialist, has been selected as one of ten outstanding Champions of Small Business within the mid-Atlantic Region. Freeman will receive her award at this year's Small Business Week celebration in Washington on May 5, 2004 at the Hyatt Regency on Capitol Hill, 400 New Jersey Avenue. At this breakfast event, she will also be recognized as the 2004 SBA Minority Small Business Advocate of the Year for the Washington Metropolitan Area District Office.

Freeman and the nine other Champion Award winners were selected by a panel of experts from nominations submitted from seven district offices throughout SBA's Region III. The

criteria for selection included advocacy of the small business community as a whole and not solely for individual persona advancement, and for voluntary efforts beyond professional responsibilities to advance small business interests within the community.

"Dr. Freeman is an outstanding advocate for minority small business owners. She works tirelessly to ensure that minority firms have access to international markets," said McCullough. "I am delighted that the SBA is recognizing Sharon for her many contributions to small business and the nation's economy."

Dr. Freeman is also a member of the Maryland/Washington D.C. District Export Council, an organization of business individuals who are dedicated to promoting the economic growth of the region through exporting.

#### **NAM Chief Says Manufacturing Job Rebound Is Underway**

- "Today's manufacturing report by the Institute for Supply Management that the PMI index jumped to 62.5 percent in March from 61.4 in February is compelling evidence that a rebound in manufacturing employment is underway," said Jerry Jasinowski, President of the National Association of Manufacturers.

"This report is chock full of good news that will hearten manufacturers and their workers," Jasinowski said.

"Manufacturing activity has grown now for 10 consecutive months, and the PMI index has been above 60, which is indicative of strong growth, for five consecutive months. I was especially impressed by strong increases in the ISM Production Index, from 63.9 percent in February to 65.5 percent in March, the 11th consecutive monthly rise, and the ISM Employment Index, from 56.3 percent in February to 57 percent in March, the 5th consecutive rise. We anticipate growth in manufacturing employment for the remainder of this year. More at:

[http://www.export.gov/comm\\_svc/press\\_room/news/articles/NAM\\_jobs\\_040904.html](http://www.export.gov/comm_svc/press_room/news/articles/NAM_jobs_040904.html).

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### Success Story

**Ameritech Medical LLC of Elkridge, Maryland** is a distributor of refurbished and new medical equipment. The Baltimore USEAC was contacted by Commercial Service (CS) - Sofia on behalf of a Bulgarian client requesting verification of Ameritech's business address and reputation prior to a potential sale. With the consent of Ameritech's owner, the Baltimore USEAC provided CS Sofia with the Baltimore firm's details, noting it as an outstanding client of the Baltimore office. As a result of the Baltimore USEAC and CS Sofia working in tandem, Ameritech Medical recorded its first sale to a Bulgarian distributor of medical equipment, with more sales in the pipeline.

*"Thumbs up to CS Trade Specialist Ms. Jeannie Townsend, her follow [up], thoroughness, persistence and professionalism is greatly appreciated. Job well done!"*

Learn more about this and other ways the U.S. Commercial Service can assist your company expand around the world. Visit us at [www.buyusa.gov/baltimore](http://www.buyusa.gov/baltimore) today!

### Market of the Month

**South Africa** - Ten years after the historic first general elections that resulted in democracy, South Africa has been a political and economic success story. With a stable political system, robust civil institutions, a consistent growth rate and very respectable investment ratings, South Africa has enjoyed due attention by U.S. businesses. It deserves more. South Africa is unlike the rest of Africa. With first world infrastructure, communications and tertiary industries, South Africa is eminently placed to lead the whole southern African region to the next level in international trade and commercial opportunities.

There are already over 600 U.S. companies represented in South Africa. Established and new U.S. entrants need to carefully explore and develop the local market for outright sales, joint venture and licensing opportunities. At the same time, the country is a logical site for global corporate positioning on the final commercial frontier, the African continent.

Now is the time for U.S. companies to prepare their business development plans in southern Africa, before the U.S. - S.A.C.U. Free Trade Agreement (FTA) due to be signed in 2005, opens up the market for even more U.S. exports. More information at <http://www.buyusa.gov/southafrica>.

### Featured Services

#### **e-Market Express Market Research**

e-Market Express (<http://www.buyusa.gov/emc>) was created at the request of U.S. companies for up-to-date monthly notifications of new market research, trade leads and events

that we in the U.S. Department of Commerce receive from our colleagues in U.S. Embassies and Consulates around the world. Through the [e-Market Express](#), US firms can electronically submit requests for market research that our overseas staff have created.

### **Featured U.S. Exporter**

Various U.S. Commercial Service international offices are offering listings on the english and foreign-language version of our websites for qualified U.S. companies. This targets an audience of foreign importers and commercial buyers. We will translate a description of the product or service for which you are seeking representation, distribution or sales prospects. This translated description, along with an appropriate image, will be added to our on-line directory of U.S. exporters. For more information, contact the U.S. Export Assistance Center at (410) 962-4539.

For more information about U.S. Commercial Service products and service in Maryland, please visit [www.buyusa.gov/baltimore/services.html](http://www.buyusa.gov/baltimore/services.html).

### Local Events

#### **Prince George's County Global Diversity Initiative Export Seminar May 24, 2004**

The U.S. Commercial Service and the Maryland/Washington D.C. District Export Council will sponsor an export seminar on May 24, 2004 at the Prince George's Community College. Topics will include the basics of exporting, trade finance, resources for small business and more. This event will be partially funded by the Global Diversity Initiative, an effort to increase the participation of minority and woman-owned businesses in the global arena. Other sponsors include the Prince George's County Economic Development Corporation, the U.S. Small Business Administration and the Prince George's Community College. For further information, please go to: [www.buyusa.gov/baltimore/pgcseminar.html](http://www.buyusa.gov/baltimore/pgcseminar.html) or contact the Baltimore Export Assistance Center at 410-962-4539.

#### **International Franchise Expo Washington, D.C. April 30-May 2, 2004**

300 franchise exhibitors and providing the opportunity for attendees to meet face-to-face with executives of the exhibiting franchisers. Currently over 450 American franchisers have international operations and more than 1,000 plan to go international over the next five years. Product categories include: Beverages; chemicals and related products; construction; cosmetics; employment services; jewelry; recreation; entertainment and services; food (including baked goods, dough, doughnuts, pastry, candy, popcorn, snacks, ice

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

cream, pizza, restaurants and specialty items) and vitamins.  
For more information, visit <http://www.franchiseexpo.com>.

### International Events

#### **Maryland Africa Trade Mission Ghana and South Africa June 15-24, 2004**

Lt. Governor Steele and the Maryland Department of Business and Economic Development, International Operations presents an Africa trade mission to tap into commercial opportunities for Maryland companies. Senior executives of Maryland companies are invited to apply to participate in one or both countries. For more information and registration, visit <http://www.choosemaryland.org/international> or contact Adrienne van Lare, International Trade Specialist (410) 767-0697, [avanlare@choosemaryland.org](mailto:avanlare@choosemaryland.org).

#### **ILA 2004-International Aerospace Exhibition and Conferences, Berlin, Germany May 10-May 16, 2004**

ILA (International Aerospace Exhibition and Conference) was first held in 1909 in Frankfurt, Germany, and is therefore the oldest aviation exposition in the world. In 1912 and 1928, ILA was held in Berlin. ILA 2002, was attended by 215,000 visitors and featured 1067 exhibitors from 41 countries.. The city of Berlin is an excellent venue for U.S. manufacturers to introduce products into the expanding European aerospace market. ILA attracts a significant number of trade visitors and buyers from Eastern and Central Europe as well as from the C.I.S. who are qualified to purchase finished aircraft and aerospace products, aircraft components and assemblies. With the upcoming expansion of the European Community into Eastern Europe, as well as the new additions to NATO, ILA is an ideal aerospace show for new-to-market and new-to-export U.S. companies, as well as the U.S. manufacturers already established in overseas markets.

#### **Access Eastern Mediterranean Program June 15-July 15, 2004**

The Access Eastern Med Program is a new and innovative, regional export promotion program offered by the U.S. Commercial Service in **Turkey, Egypt, Israel, Jordan, Lebanon and West Bank/Gaza**. The program offers U.S. exporters of IT and telecommunications equipment, products and services or any of its connecting disciplines a low cost, yet very effective way to simultaneously explore market opportunities in all these six markets via a single, unified service. During the month-long event, company and product descriptions will be posted to our regional, password-accessed website and Embassy Commercial Specialists in each of these markets will proactively promote the event to literally hundreds of local contacts, identifying potential agents and distributors in each of their six respective markets.

Commercial Service staff will follow up with all interested companies and will keep you informed of those that would like to have further discussions with you about distributing or representing your product or service in the region. For Market Briefs on each country, program details and online registration, see: <http://www.buyusa.gov/easternmed/ict.html>

#### **View more trade events at:**

<http://www.export.gov/tradeevents.html>

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

For more information, please contact the team at the U.S. Export Assistance Center located in Baltimore at (410) 962-4539 or visit us on the web at [www.buyusa.gov/baltimore](http://www.buyusa.gov/baltimore).

**Anne Grey**  
*Acting Director*  
Environmental Technologies,  
Travel & Tourism

**Jeanne Townsend**  
*International Trade Specialist*  
Healthcare Technologies and Services,  
Pharmaceuticals, OTC

**Mathew Woodlee**  
*International Trade Specialist*  
Aerospace, Defense, Safety, Security  
Information Technology, Telecom

**Deborah Conrad**  
*Senior International Credit Officer*  
Small Business Administration  
Trade Finance

**Kimberly Robinson**  
*Trade Reference Assistant*  
General Information