

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

[US Department of Commerce](#)

[US & FCS- Baltimore USEAC](#)

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“Your Gateway to the World”



October 2004 NEWSLETTER

Mexico: Export Opportunities South of the Border

by Bryan Larson

The U.S.-Mexico relationship is arguably our most important and is demonstrated by the size and scope of our diplomatic mission in Mexico, which includes representatives from over 30 federal agencies. Besides these official contacts, extensive networks of commercial, cultural, and educational ties flourish between our countries, not just along our 2,000-mile long border, but right here in the State of Maryland.

Ten years after enactment of the NAFTA, Mexico has become our second most important trading partner after Canada. In fact, U.S. exports to Mexico are greater than our exports to all of Latin America combined. In 2003, Mexico ranked as the 5th largest market for Maryland, up from 20th in 1993. Exports from Maryland to Mexico have increased from approximately \$69 million in 1993 to over \$300 million in 2003. What is most remarkable is that in just a two-year period from 2001 to 2003, Maryland's exports to Mexico more than doubled. Clearly, Maryland companies have just begun to tap export opportunities south of the border.

The Mexican market is large and diverse, presenting opportunities for sales of a wide range of Maryland goods and services. However, there are several sectors that represent especially “hot” prospects for Maryland companies. Telecommunications, information technology, pollution control and water treatment, intermodal transportation, security and safety, medical equipment, and training services are just a few of the sectors that are strong in this state and are among some of the most attractive prospects for sales in Mexico.

Another hot prospect is Mexico's manufacturing sector, which imports over \$80 billion in machinery, components, and inputs annually. The opportunity is so significant that the U.S. Commercial Service has developed the *Marketing to Manufacturers in Mexico* program that consists of a regular e-newsletter, market research, promotional trade events for U.S. companies, and matchmaking events.

Although Mexico offers bountiful opportunities, it is important to keep in mind that business practices differ significantly among the primary commercial centers of

Mexico City, Guadalajara, Monterrey, Tijuana, and Ciudad Juarez as well as the growing secondary markets. These differences require tailored market entry and expansion strategies.

It is also critical to understand that Mexico's legal environment, regulations, standards, banking system, and labor laws can present significant challenges for U.S. companies. Finally, everything takes more time to accomplish in Mexico. Have patience, and remember that it is important to take time to develop personal relationships with potential business partners.

The U.S. Commercial Service operates four offices in Mexico that not only provide Maryland companies with valuable advice on how to do business in Mexico, but also offer an array of services to assist you in your efforts. To learn more, visit their website at www.buyUSA.gov/mexico/en or, better yet, contact the U.S. Export Assistance Center in Baltimore at 410-962-4539 or Office.BaltimoreUSEAC@mail.doc.gov.

Another excellent source of assistance is the Maryland Department of Business and Economic Development, which operates an office in Mexico City. Contact Maria-Angélica Vargas at 410-767-0939 or mvargas@choosmaryland.org.

Baltimore USEAC Welcomes New Staff

Bryan Larson joined the Baltimore USEAC in August and is looking forward to working with Maryland companies, government, associations, educational institutions, and organizations. Bryan's portfolio includes the information & communication technology and education & training sectors. He is also the U.S. Commercial Service liaison for Howard, Dorchester, Wicomico, Worcester, and Somerset counties. Bryan is a Foreign Service Officer on assignment at the Baltimore USEAC and previously served as a Commercial Attache at the U.S. Embassies in Seoul, Korea and Mexico City, Mexico. You can reach him at Bryan.Larson@mail.doc.gov or (410) 962-4534.

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Market of the Month

Portugal - Bordering Spain and speaking a language all its own, Portugal invokes a romantic notion of breathtaking scenery, rich history and cobble-stone roads. The small country of Portugal is the oldest nation state in Europe, having essentially established its current borders in the 12th century. A world power during the 15th and 16th centuries, Portugal had an empire stretching from Latin America to Asia. It has reformed its government in the past twenty years, granting independence to its former African colonies and joining the European Union in 1986.

Photo: Joao Paulo



Although Portugal is a European country it looks towards the Atlantic and to trade with others. After all, Portugal discovered trade routes to Africa before Columbus landed in America! U.S. exporters have increasingly found this market to be receptive and eager for their goods. Bilateral relations between the United States and Portugal are excellent, characterized by shared democratic values and similar foreign policy perspectives. As in many other small countries, personal relationships are a key component of doing business here. The U.S. Commercial Service can help your company build these personal relationships to successfully expand your international sales to Portugal. Portugal can be an excellent base of operations for doing business in Brazil, Africa and in the rest of Europe.

Best Prospects for U.S. Exports to Portugal:

1. Telecommunications Equipment
2. Computer & Software
3. Internet & e-commerce
4. Computers & Peripherals
5. Pollution Control Equipment
6. Medical Equipment
7. Energy Services
8. Franchising
9. Defense Services
10. Tourism

In 2003, the U.S. Commercial Service helped companies export \$13,744,000 of goods and services to Portugal. [Learn more...we can help you today!](#)

Featured Services

Platinum Key Service - Get long-term, comprehensive, customized support to achieve your business goals. The Platinum Key Service is solution-oriented and custom-tailored to your needs. Identify markets, launch products, develop major project opportunities, resolve market entry questions, and receive assistance on regulatory matters. Our in-country trade specialists will work closely with you to identify needs, develop a scope of work, provide progress reports, and ensure timely resolution.

Customized Market Research - Our Customized Market Research program makes use of our vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information critical to your international success. Have our overseas trade professionals prepare a report according to your specific business needs.

These reports will help you:

- Gauge your sales potential in an overseas market
- Choose the best new markets for your product or service
- Establish effective selling and distribution strategies in specific markets
- Find the best channels for getting your product to market
- Discover what factors influence potential customers the most
- Identify your competitors
- Overcome potential market impediments, including quotas, duties, and regulations
- Obtain the pricing of comparable products
-

For more detail, contact the U.S. Export Assistance Center at (410) 962-4539 or visit www.buyusa.gov/baltimore.

International Events

Promoting Maryland Education at STUDY USA MEXICO

The U.S. Commercial Service, U.S. Embassy in Mexico City, and the Institute of International Education (IIE) are pleased to announce the 3rd annual Study USA Mexico Pavilion at Universitarea 2004 in Mexico City. We are working with the State of Maryland's Department of Business and Economic Development to encourage Maryland accredited universities, junior colleges, community colleges, and ESL institutions to promote their programs at the number one venue for tapping into the burgeoning Mexican student market. With over 35,000 visitors, Universitarea is by far the leading event in Mexico for higher education.

According to IIE's Open Doors report, the number of Mexican students studying in the United States has increased approximately 20% from 2000 to 2003, making Mexico the

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7th largest source of international students in the United States.

Schools and companies interested in participating in STUDY USA Mexico or in exploring other international markets should contact Bryan Larson at the U.S. Export Assistance Center in Baltimore at Tel: 410-962-4534 or Bryan.Larson@mail.doc.gov.

Airshow China 2004 **U.S. Department of Commerce Aerospace Team** **Aerospace Executive Service**

China International Aviation & Aerospace Exhibition (Airshow China 2004) is the only international aerospace exhibition in China that is approved by the Chinese Central Government.

The U.S. Department of Commerce's, U.S. Commercial Service Aerospace Team and the U.S. Foreign & Commercial Service (USFCS) offices in Chengdu and Guangzhou, China are organizing an Aerospace Executive Service Trade Mission to China visiting Chengdu, Guangzhou and then the [China International Aviation & Aerospace Exhibition \(Airshow China 2004\)](#) in Zhuhai.

Participation in the Aerospace Executive Service Trade Mission includes:

Chengdu (Oct. 29, 2004)

- Group meetings with local aerospace manufactures & airlines
- An industry briefing on the development in Southwest China by CAAC
- Site visits

Guangzhou (Nov. 1, 2004)

- Group meetings with local companies
- Site visit to the New Baiyun International Airport (NBIA)

Airshow China, Zhuhai (Nov. 2-3, 2004)

- Two days of one-on-one meetings with pre-screened companies with an average of three meetings per day at Airshow China (current exhibitor list)
- Arranging for a personal interpreter if needed
- Admission ticket to Airshow
- Special welcome kit
- Invitation to Consul General's Breakfast Briefing
- Invitation to the Airshow China 2004 Reception
- Roundtrip transportation for three days from hotel to the Airshow

Participation fee \$2,750 (+ \$750 for each additional company representative)
Recruitment will close October 18, 2004.
[Registration: Click here.](#)

INTERNATIONAL GOLF TRAVEL MARKET 2004 **ESTORIL/SINTRA 6-9 DECEMBER**

This year's International Golf Travel Market (IGTM) is taking place at the Centro de Congressos do Estoril, Portugal from 6 to 9 December 2004. IGTM is now the world's leading golf tourism trade show and is the only golf tourism show incorporating pre-scheduled appointments for buyers and sellers. It is directed towards golf travel destinations, etc. It is perfect for anyone wanting to find business partners in the area of golf.

International Golf Travel Market is the world's premier event focusing on golf travel. Together with our partners the organizers will bring together specialist golf tour operators, incentive travel agents, meetings and conference organizers with leading hotels, resorts, golf courses, airlines and other suppliers of golf related products. Now in its seventh year, IGTM is the annual focus for the whole of the golf travel industry.

Exhibitor Profiles:

- Golf Courses
- Golf Resorts
- Independent Hotels & Hotel Groups
- National & Regional Tourist Boards
- Destination Management Companies
- Receptive Operators
- Airlines
- Car Rental Companies
- Golf Related Companies
- Industry Publications

Registration will include:

- Entrance to IGTM
- Up to 39 personalized one-to-one pre-scheduled appointments
- Exclusive Gala Dinner
- IAGTO Annual Convention (IAGTO members only)
- IGTM delegate lunches (8th & 9th December)
- Dedicated Supplier meets Buyer session

Information on how to register for the IGTM Golf Tournament will be available on the website.

Please send the application form back to +44 20 8334 0690. The application form is also available on the website www.igtm.co.uk.

If you have any questions regarding exhibiting at IGTM 2004, please contact Jolanta Coffey at 410-962-4578 or Jolanta.Coffey@mail.doc.gov.

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Local Events

Maryland Hispanic Business Conference 2004

The third annual Maryland Hispanic Business Conference will take place on October 7 and 8 at the Loews Annapolis Hotel. The theme of this year's Conference is "*Sustaining Growth & Success*," in recognition of the many existing Hispanic-owned firms that are both successful and would like to grow and advance to the next level. The event includes a gala on the 7th and exhibits and seminars on the 8th. The U.S. Commercial Service will have a booth at the conference and participate on a panel that will include a number of experts on conducting business in Latin America. The agenda, registration, and sponsorship information can be found on the conference website at <http://www.hispanicbusinessconference.com>.

Maryland China Business Council China Roundtable Discussions: Export Licensing, Legal Environment, Relationship Building

Featuring:

Norton DePinho, *Vice President, Business Development and Product Support, Middle River Aircraft Systems, Inc.*

Eric Easton, *Associate Professor, University of Baltimore School of Law*

Kevin O'Connell, *Partner, O'Connell & Co.*

Winston Chan, *Chairman & CEO, Multimax, Inc.*

China's economy continues to grow at a phenomenal rate, and that means a huge amount of potential business opportunities and challenges for Western firms. At our October monthly meeting a panel of experienced businesspeople will lead small roundtable discussions on various aspects of doing business in China. Topics will include export licensing, China's legal environment and relationship building.

October 27, 2004 (Wednesday), 5:30-8:00 p.m.

Offices of Multimax, Inc.
1441 McCormack Drive
Largo, Maryland

Early Bird Price (paid by Oct. 22): \$20 Members; \$30 Non-members.

Please visit www.mcbc.net for more details.

Export Howard County: Focus on Small Business

Export Howard County: Focus on Small Business will help you take the first steps in launching your business into the global marketplace.

Available to all interested!

Discussion topics include:

- Evaluating export potential
- Identifying target markets
- Developing market strategies
- Building distribution networks
- The "mechanics" of exporting
- Financing options

Tuesday, October 26, 2004

9:00 AM to 3:00 PM

Tuesday, November 16, 2004

9:00 AM to 3:00 PM

Location:

The Center for Business & Technology Development
9250 Bendix Road North
Columbia, MD 21045

Fee: \$99 Payable to Howard County EDA

More information and registration:

(410) 313-6550 or online at:

<http://www.hceda.org/thecenter/events.html>

Bill Burwell,

Director
Services, General Manufacturing,
Financial Services

Jeanne Townsend

Senior International Trade Specialist
Healthcare Technologies, Biotechnology
Sporting Goods

Deborah Conrad

Senior International Credit Officer
Small Business Administration
Trade Finance

Mathew Woodlee

International Trade Specialist
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Bryan Larson

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Information Technology,
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International Trade Specialist
Environmental Technologies,
Travel & Tourism

Kimberly Robinson

Trade Reference Assistant
General Information,
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