

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

Tel: 410-962-4539

Fax: 410-962-4529

“Your Gateway to the World”



November 2004 NEWSLETTER

U.S. Companies to Explore Business Opportunities at the Middle East Business Forum November 29, 2004



November 29, 2004

8:30am to 5:00pm

The World Trade Center

Baltimore, Maryland

Cost: \$75

Register Online!

<http://www.wtci.org/seminars/>

Middle East Regional Business Outlook

Private sector executives and U.S. Commerce Department Foreign Commercial Officers will provide insight on markets across the region.

Iraq and Afghanistan Reconstruction Outlook

The Department of Commerce Iraq Taskforce, the Trade Bank of Iraq, JP Chase Morgan Bank, AIG Worldsource, the Steele Foundation and others will provide information on reconstruction efforts and business opportunities.

Luncheon Keynote Speaker: Rend Al-Rahim, Representative of Iraq to the United States

Executive Briefings

Learn from CEO's and executives who are currently doing business in the region.

Networking Reception

Meet executives and government officials who can help you get an inside track on this important market.

Baltimore and Washington metropolitan area businesses will explore market opportunities in the Middle East at The Middle East Business Forum on November 29, 2004 at the World Trade Center in Baltimore. With over \$19 billion of U.S. products and services going to the Middle East region and over 200 million people in the Middle East and North Africa, the opportunity is there for U.S. small- and medium-sized business to find new avenues of growth in international sales.

Her Excellency Rend Al-Rahim, Representative of Iraq to the United States, will deliver the keynote address. She will draw from her extensive experiences in the Middle East, including seventeen years as an international banker, a decade as the executive director of the Iraq Foundation, and numerous engagements as an analyst of Iraq on national television and radio programs.

Private sector executives and representatives from the U.S. Department of Commerce will provide first-hand insights and assessments of current governmental, business-to-business, and consumer market opportunities across the Middle East. Nancy Charles-Parker and Amer Kayani, Commercial Counselors at the U.S. Embassies in Saudi Arabia and Turkey, will discuss her experiences in facilitating billions of dollars in export sales to the region. Deputy Assistant Secretary for Africa, the Middle East, and South Asia for the U.S. Department of Commerce, Holly Vineyard, will also speak about the Department's regional activity on market access, trade, commerce and compliance with international trade agreements. Clement Miller, Vice President of International Trade Finance at M&T Bank, will also discuss financing exports to the Middle East.

A special session will be held on Iraq and Afghanistan reconstruction. Topics covered will include the most current information on reconstruction efforts, business conditions, procurement procedures, and future business opportunities in these countries. Among the presenters will be Kenneth Kurtz, Chairman and CEO of the Steele Foundation, the world's fastest growing risk management company. Other influential



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speakers on reconstruction efforts include Jo Morrison, Vice President of Trade Products Management at JPMorgan Chase Bank; Dana Ball, Assistant Vice President of AIG Worldsource; Jay Brandes, Director of the Iraq and Afghanistan Investment & Reconstruction Task Force at the U.S. Department of Commerce; and Mercedes Fitchett, U.S. Commercial Officer in Baghdad.

CEO's currently doing business in the Middle East will also be on hand to present their experiences. Executives sharing their experiences include John DeBlasio, Principal of Sallyport Global Holdings; Kenneth Kurtz, CEO of The Steele Foundation; Chris Exline, President of Home Essentials; and Col. Frank Duggan (ret. USMC), Iraq Country Director for Diligence Middle East.

For more information on this forum, which is co-hosted by the Maryland-Washington DC District Export Council, the World Trade Center Institute-Baltimore, and the U.S. Department of Commerce, contact Kimberly Robinson by email at Kimberly.Robinson@mail.doc.gov or by phone at 410-962-4539. Register online at <http://www.wtci.org/seminars/>.

Meet the Trade Specialists:

Mathew Woodlee

By Mark Chacon



-- *"The most important thing we do is put buyers and sellers together."*

Mathew Woodlee, one of six International Trade specialists in the Baltimore USEAC,

counsels clients with concerns in the industries of Aerospace & Defense and Safety & Security. Mr. Woodlee joined the U.S. Commercial Service as a Ronald H. Brown Fellow, which prepared him to be a trade specialist with the U.S. Department of Commerce. Additionally, he worked as an analyst for the New Mexico State Legislature where he provided budget and policy recommendations for economic development, which included international trade programs.

"The USEAC offers its clients a global network that covers more than 80 countries and 150 offices. However, of all the things we do, I think the most effective is our matchmaking ability. Programs such as the Gold Key, Aerospace Executive Service, and others put Maryland clients in direct contact with potential partners/buyers overseas and usually offer the best results. Other services, such as market research and counseling, are extremely important to our clients. However, I think the most important thing we do is put buyers and sellers together.

"There is no 'ideal' point in the planning process for a company to contact us. However, the company does need to be what we call 'export ready.' A company may have never

exported before, but still be export-ready. Companies should have the financial ability to travel. They should have the management commitment and budget to pro-actively pursue global sales. In addition, they need the personnel resources and the ability to follow-up with overseas leads. Of course, the best case for us is a company that has experience in exporting and needs specific assistance (i.e., a new distributor in Chile). We are able to help experienced exporters faster than new exporters, who typically require more counseling and assistance throughout the process. But regardless, if the company is export-ready, then it is in a position to take full advantage of our services."

Mathew can be reached by email at (410) 962-4539 or e-mail: Mathew.Woodlee@mail.doc.gov.

USEAC Begins Regular Visits to Maryland's Eastern Shore

On October 12 and 13, Baltimore USEAC specialists Bryan Larson and Jolanta Coffey kicked off what will be regular visits to the Eastern Shore in order to assist companies in the region with increasing their international sales. This first visit concentrated on Somerset and Wicomico counties and included very productive meetings with two counties' Economic Development Directors Daniel Thompson and David Ryan, Salisbury Area Chamber of Commerce Executive Director Brad Bellacicco, Tri-County Council Executive Director Michael Pennington, Wicomico SCORE Chair Ed



*Crisfield, MD
"Crab Capital of the World"*

Heath, and Senator Sarbanes Field Representative Lee Whaley. Mr. Larson also gave a presentation at the Crisfield Area Chamber of Commerce.

Eastern Shore companies interested in scheduling a meeting with an international trade specialist from the USEAC should contact Bryan Larson at Bryan.Larson@mail.doc.gov or Tel: 410-962-4539.

Howard County International Trade Center Partners with Baltimore USEAC

The Baltimore USEAC will team with Howard County Economic Development Authority's International Trade Center to provide international trade assistance to Howard County companies. The USEAC has committed to dedicating at least one day a week to visiting companies in Howard and has designated Bryan Larson as the U.S. Commercial Service liaison to the county. The Authority has made available meeting space at the Center for Business and Technology

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Development in Columbia for export counseling by the USEAC. The two organizations will also collaborate on international trade events, including a special seminar on business opportunities in Portugal to be held in Columbia on November 8.

Jeanette Higgins, International Trade Specialist and Chair of the Authority's International Trade Committee will continue to provide international business and trade assistance to Howard County companies at the International Trade Center.

The Howard County Economic Development Authority established the International Trade Center in May 2002 to develop and promote an awareness of international trade to small and medium size companies located in Howard County. The International Trade Center offers ongoing seminars on "Exporting Basics," one-on-one counseling, and connects businesses with experienced traders. Howard County Economic Development Authority provides assistance in all aspects of business startup and growth. For more information about Center programs, visit www.hceda.org.

Howard County companies interested in scheduling an appointment with a U.S. Commercial Service international trade specialist should contact Bryan Larson at Bryan.Larson@mail.doc.gov or Tel: 410-962-4534.

Commerce Secretary Evans Announces Crack Down on Piracy

On October 4, U.S. Department of Commerce Secretary Donald L. Evans joined Ambassador Robert Zoellick, Attorney General John Ashcroft, and Homeland Security Under Secretary Asa Hutchinson to focus on the Administration's "Strategy Targeting Organized Piracy (STOP)" initiative. The initiative protects American businesses and their products from counterfeiters and pirates who are stealing from America's workers and robbing billions from the U.S. economy.

"The STOP initiative gives American businesses clear steps to protect themselves from international counterfeiters and encourages businesses to adopt programs to insure that their supply chains are free from fakes."

Under the STOP Initiative, Commerce will do the following:

- Establish a hotline that provides a one-stop-shop for businesses to protect their intellectual property at home and abroad. 1-866-999-HALT provides businesses with the information they need to leverage the resources of the U.S.G. to protect their intellectual property rights
- Build a bridge between companies and US Customs to block bogus goods at the border.

- Develop a comprehensive web-based guide for American innovators and businesses on how to safeguard their ideas and innovations;
- Challenge industry leaders to develop voluntary guidelines/corporate compliance programs to ensure that their supply chains are free of trade in fakes

In related news, Secretary Evans announced on October 29 the launch of a new website, <http://www.StopFakes.gov>, dedicated to assisting American innovators and entrepreneurs secure their intellectual property rights at home and abroad. "This website is evidence that we are elevating our cooperation in the federal government and with the private sector in a unified effort against piracy and IPR theft. In the coming weeks and months we will continue to work with our colleagues in the government to expand the resources and information available through this website," said Evans.

The StopFakes.gov site contains:

- A pamphlet on *Protecting Your Intellectual Property at Home and Abroad*
- Government links for help with intellectual property issues
- A guide to U.S. government resources for protecting intellectual property
- A "China IPR Toolkit" with suggestions regarding what American companies can do to protect their IPR in China and steps to consider after an infringement occurs.

Libya Trade Sanctions Waived

On September 20, President Bush issued a determination waiving the prohibition on U.S. Government assistance for commercial exports to Libya found in the Trade Sanctions Reform and Export Enhancement Act of 2000 (TSRA). U.S. Government export assistance for commercial exports to Libya is now generally permissible. Exports of certain goods, services, and technologies from the United States to Libya still remain restricted and may require an export license from the Bureau of Industry and Security (BIS). The White House press release announcing this development is available at <http://www.whitehouse.gov/news/releases/2004/09/20040920-3.html>.

Market of the Month: *South Korea*

Korea remains an economic leader in East Asia, with sustained growth since the 1997-98 recession, and continued growth forecast for 2004. Korea's GDP reached USD 605 billion in 2003. In 2003, its per capita GDP was estimated to be USD 12,646, placing it in the upper 25 percent of OECD countries and the number two in North East Asia, behind Japan. Korea's USD 165.7 billion in foreign exchange reserves (as of July 2004) placed it among the leaders in Asia, behind only China, Japan, and Taiwan, and ahead of Hong Kong.

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Korea is the seventh largest U.S. export market, with purchases of U.S. products that exceed U.S. sales to France, Taiwan, the Netherlands and Australia. It also is the fifth largest U.S. customer for agricultural products exports. This huge opportunity has not gone unnoticed by America's European and Asia-Pacific competitors, who are increasingly focusing their business efforts in Korea, as well. Korea's purchases of U.S. products totaled USD 24.8 billion in 2003, up about 10 percent over the 2002 level of USD 22.6 billion, but still far below 2000, when they reached a record USD 27.8 billion. Korean demand for U.S. exports remained positive as a result of continued demand from Korea's electronic equipment (including IT) and power generation sectors for technology imports. Korea is also becoming an increasingly important market for U.S. services, with Korean service imports from the U.S. reaching USD 7.76 billion in 2002.



U.S. companies will find excellent markets for their goods and services across virtually every sector. For example, as Korea rushes to catch up on the development of its infrastructure over the next ten years, an estimated 230 billion USD in project management and general construction opportunities await foreign businesses as Korea struggles to bring its infrastructure up to par with its goal of being a logistics hub of North East Asia. The Korean government has begun a comprehensive power sector expansion program designed to insure that Korea's power generation capacity keeps up with its energy demand. This ambitious investment will include USD 30 billion for an additional 86 power plants through 2015. Korea's public and private expenditures for environmental improvement are forecast to reach USD 13 billion by 2005, given its need for technologically advanced products and expertise required to meet its increasingly strict regulatory requirements. Korea has become one of the world leaders in information technology (IT), and boasts one of the highest per capita usage rates for the Internet and mobile telephony. It also has become the world leader in broadband Internet access. This is reflected in its very large overall Korean market for IT, which was forecast to reach an estimated USD 126 billion in 2003, and to grow by 8-10 percent annually over the next few years.

Other Korean business trends also offer very promising opportunities for U.S. exporters. The Korean cosmetics market jumped 10 percent in 2003, reaching USD 4.0 billion, while cosmetic imports rose 30 percent, to a record USD 677.2 million. Korea's cosmetic demand is forecast to reach an estimated USD 5.0 billion in 2004, while the cosmetic franchising market, one of the most dynamic in Asia, is projected to reach USD 1.2 billion. Korea is experiencing explosive growth in E-Commerce transactions, with 2003 online mall transactions totaling USD 6.1 billion, an increase of more than 20 percent over 2002. The future still looks bright since Korea currently has 29 million Internet users in a population of 47 million. Korea is one of Asia's largest markets for medical devices and pharmaceuticals, with market

demand for medical devices estimated at USD 1.76 billion in 2003, while the market for pharmaceuticals in Korea reached USD 4.2 billion. Opportunities for foreign suppliers are good since Korea depends on imports for most advanced medical equipment. U.S. retail operations are expanding their presence in Korea, particularly in the large, mass-retailing segments and in direct marketing. At the same time, new high-end apparel shops, up-scale restaurants and foreign coffee shops continue to open their doors throughout the country.

As the world's 12th largest economy, Korea is a hugely important market offering across-the-board export opportunities that merit even more active consideration by U.S. exporters. Many U.S. companies appreciate this and also realize that in order to be competitive in all of

North East Asia, it is vital to be active in this strategically important market.

Best Prospects for U.S. Exports to Korea:

1. Franchising
2. Pharmaceuticals
3. Defense Industry Equipment
4. Semiconductors
5. Electrical Power Systems
6. Software
7. Architectural and Engineering Services
8. Cosmetics
9. Medical Equipment
10. Education and Training

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

Featured Service:

Ex-Im's Medical Equipment Initiative

Ex-Im Bank's Medical Equipment Initiative (MEI) offers solutions to increase the export of medical equipment from U.S. companies to foreign borrowers that would not go forward without Ex-Im Bank support. The MEI includes creative financing structures and enhanced coverage.

Borrowers will be: 1) companies that are established but Ex-Im Bank is not comfortable with the risk on unsecured terms; 2) companies that are newly formed and do not have historical credit data that can be analyzed; and 3) companies that represent exceptional credit risk. To help determine if your borrower is a candidate for the MEI based on one or more of the three aforementioned categories please refer to the guidelines for submitting applications for the Medical Equipment Initiative.

Ex-Im Bank will provide comprehensive coverage, including losses resulting from commercial risk and political risk. There is no minimum or maximum to the transaction request Ex-Im

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Bank will support. Limited exclusions apply to the type of goods and services that can be supported. Ex-Im Bank is closed and/or limited in certain countries.

For more comprehensive information, please contact Frank Graebner, Business Development Division at frank.graebner@exim.gov or 202.565.3924.

For information on Ex-Im Bank and its other products or policies, visit our website at www.exim.gov or call (800) 565-3946.

Indian Company Seeks U.S. Professional Development and ESL Partner

The Baltimore USEAC has received information from the U.S. Consulate in Mumbai regarding an Indian call center training company seeking a U.S. partner to help develop content for professional development and ESL courses. For more information, contact Bryan Larson at Bryan.Larson@mail.doc.gov.

Trade Events, Workshops, and Seminars

For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.

U.S. and Local

Portugal Now!

Expanding Your Sales to an Untapped Market

November 8, 2004, 8:30-10:00 AM
Howard County International Trade Center
9250 Bendix Road (North)
Columbia, Maryland
Cost: FREE

Contact and info: Mark Chacon, (410) 962-4539 or Mark.Chacon@mail.doc.gov

Gregory Taevs, Senior Commercial Officer at the U.S. Embassy in Lisbon, will speak about Portugal as a flourishing yet widely untapped market for Maryland and DC-area exporters. Brought to you by the U.S. Commercial Service and the Howard County Economic Development Authority.

Export Howard County: Focus on Small Business

Tuesday, November 16, 2004, 9:00 AM to 3:00 PM
The Center for Business & Technology Development
9250 Bendix Road North
Columbia, MD 21045
Cost: \$99

Contact and Info: Howard County EDA at (410) 313-6550 or <http://www.hceda.org/thecenter/events.html>

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 companies and individuals interested, regardless of location!

Discussion topics include: evaluating export potential, identifying target markets, developing market strategies, building distribution networks, the "mechanics" of exporting, and financing options.

Complying with U.S. Export Controls

Nov. 17 & 18, 2004

Georgia Tech Hotel & Conference Center
Atlanta, GA

Cost: \$275

Contact and Info: BIS at (202) 482-6031 or vicki.tolefree@mail.doc.gov.

This program is for all levels of expertise on export control issues and will answer questions such as: why BIS controls exports, types of controls, how to determine the classification of your product, whether a license is required or a license exception may be used, the licensing process and what to expect, when do re-export requirements apply, when is support documentation necessary, what are the export clearance and SED requirements, how to ensure compliance and how export controls are enforced.

Middle East Business Forum

November 29, 2004

The World Trade Center
Baltimore, Maryland

Cost: \$75

Contact and Info: Kimberly Robinson at 410-962-4539 or Kimberly.Robinson@mail.doc.gov. Register at <http://www.wtci.org/>

Private sector and government experts on doing business in the Middle East will speak about opportunities to increase sales in the region. There will also be a panel on Iraq and Afghanistan reconstruction and a networking reception.

International

Vietnam ICT Summit

December 12– 15, 2004

Ho Chi Minh City, Vietnam

Cost: \$250

Contact and Info: AmCham Vietnam at amcham@hcm.vnn.vn.

The American Chamber of Commerce in Vietnam and Vietnamese Silicon Valley Network (VSVN) are organizing a 3-day ICT Summit where U.S. high-tech companies will be able to meet with representatives of the ICT industry in Vietnam. The conference will cover the following:

- Overview of Vietnam's strengths and weaknesses with an emphasis on the high-tech area;

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- Business environment and infrastructure of Vietnam for high-tech companies;
- Software development (including open source implications) and outsourcing;
- Status and future prospects of the telecommunications and wireless sectors;
- Status and future developments in education and training of technical human resources;
- Status and opportunities for the manufacturing and assembly of high-tech products.

USA Pavilion at EXPO COMM MEXICO

February 8-11, 2005

Mexico City, Mexico

Cost: \$4,500 + IVA

Contact and More Info: Bryan Larson, Baltimore USEAC,

Tel: (410) 962-4539 or Bryan.Larson@mail.doc.gov

The U.S. Embassy in Mexico and Baltimore USEAC invite you to participate in the USA Pavilion at the 14th annual EXPO COMM MEXICO 2005. This event will once again serve as a meeting point and analytical forum for business people and decision-makers in the Telecommunications and IT market. EXPO COMM MEXICO is the Largest and Longest-Running Business to Business event of its kind in Mexico and Central America.

American Education Expo in Middle East

February 11th-13th, 2005

Registration Deadline: December 10, 2004

Dubai, UAE

Cost: FREE to Exhibit. \$250 for Catalog Show.

Contact and More Info: Debora Sykes, U.S. Commercial

Service in Philadelphia, Tel: 215-597-6127 or

debora.sykes@mail.doc.gov. Register online at

<http://www.buyusa.gov/philadelphia/dubaixpo.html>

Dubai will host the largest American education trade show to take place outside the United States with expected attendance of over 1,000 visitors per day. Every state in America will be represented by officials from more than 100 colleges and universities.

The U.S. Department of Commerce has joined International Student Network (ISN), the show organizers, to offer this unique opportunity to U.S. schools. Each participating American education institution will receive an 8x6 booth space to promote their programs. Expo participation is highly subsidized by private sponsors; therefore, your only cost will be travel, lodging, and meals estimated at \$2,000.

Schools have the opportunity to still be a part of this exciting event even if unable to attend the show. For only \$250 per University program, your catalogs will be displayed in the Study USA Pavilion. Our staff of International Trade Specialists will be on hand to market each of your programs.

Arab Health 2004

February 12-15, 2005

Dubai International Convention Center

United Arab Emirates

Contact and More Info: Virginia Jenson, Kallman Worldwide, (201) 251-2600

- Featuring over 1,000 exhibitors from around the world, the show attracts over 19,000 professional visitors. In 2004, over 1,500 dealers and distributors will attend *Arab Health* to source new products.

- U.S. Department of Commerce staff stationed in the Middle East will work with you to answer any questions you have about doing business in the region.

Aerospace Executive Service at Australian International Airshow

March 16-17, 2005

Melbourne, Australia

Registration Deadline: January 14, 2004

Cost: \$2,500

Contact and More Info: Mathew Woodlee, Baltimore USEAC, at 410-962-4539 or Mathew.Woodlee@mail.doc.gov

The U.S. Commercial Service Aerospace & Defense Team will offer a unique way for U.S. firms to participate in the 2005 Australian International Air Show & Aerospace Expo. Attracting 500 exhibitors and 40,000 trade visitors in 2003, the show is a premier showcase of commercial and military aircraft components, maintenance equipment, defense systems and airport equipment/systems.

The AEROSPACE EXECUTIVE SERVICE provides U.S. exporters with a great opportunity to meet Australian aviation and defense industry. Participating companies save the considerable expense of exhibiting at the show, while receiving customized support to make their visit to the 2005 Australian International Air Show & Aerospace Expo as productive as possible. The AEROSPACE EXECUTIVE SERVICE is proven means of establishing a productive presence at targeted trade events. The program is limited to ten U.S. companies.

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
Aerospace & Defense,
Safety & Security

Bryan Larson

Commercial Officer
Information Technology,
Telecommunications

Jolanta Coffey

International Trade Specialist
Environmental Technologies,
Travel & Tourism

Kimberly Robinson

Trade Reference Assistant
General Information,
Special Projects

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www.buyusa.gov/baltimore