



Export News

U.S. EXPORT ASSISTANCE CENTER
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In This Issue

NEWS	1
New Houston EAC Director	1
USEAC Closed Aug. 11-13	1
Commercial News USA	2
Defense Trade (D-Trade)	2
New Business Insurance from OPIC	2
Market of the Month: Israel	2
Access Eastern Mediterranean	2
TRADE EVENTS	3
Business Opportunities in Iraq	3
International Executive of the Year	3
Video Conference with Brazil	3
Automechanika 2004	3
Bio-Japan 2004	3
Wireless Spain 2004	3
Qatar Business Development	3
CeBIT 2005	3
New Zealand Pharmacy Expo	3
ENVIRONMENTAL SECTION	4
ENERGY NEWS	4
STAFF DIRECTORY	4

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Houston U.S. Export Assistance Center Welcomes New Director Duaine Priestley

Hello Houston Exporters – I am pleased and honored to announce that I accepted the appointment as director of the U.S. Export Assistance Center (USEAC) in Houston. While following in the path of my predecessor Jim Cook will be a challenge, it is made easier by Jim's foresight in leaving me with a highly qualified and extremely creative staff of trade specialists. The Houston USEAC will continue to provide the local export community the support that is not only deserves, but also has come to expect.



I am not entirely new to the USEAC or the International Trade Administration (ITA). Prior to accepting the director's position, I was with MCI and worked with the USEAC as a Houston District Export Council (DEC) member. During my five-year tenure with MCI, I was responsible for a variety of international trade issues in my capacity as manager of International Regulatory Compliance. Prior to working for MCI, I was with the Department of Commerce in Washington, DC where I worked as an international trade specialist with ITA's Trade Development group, Office of Information Technology. I also worked with the U.S. Chamber of Commerce in Washington, DC on a number of trade and public policy issues.

My priorities for the USEAC are simple: to continue providing unparalleled export promotion support for those local companies that wish to enter the export market as well as to support the activities of the Houston DEC. With a dedicated and motivated staff, I can assure you that we will meet that goal. I look forward to working with you all.

Best regards,
Duaine Priestley

Houston USEAC Closed August 11-13

The Houston USEAC will be closed Wednesday, August 11-Friday, August 13 for our regional staff conference in New Orleans. During this time, if you require urgent assistance please leave us a voice-mail message and a staff member will return your call. For a staff directory, please see page 4.

Commercial News-USA September Issue Now Available

Commercial News USA (CNUSA) is the official U.S. Department of Commerce showcase for American-made products and services. The catalog-style magazine is distributed bi-monthly to interested foreign buyers outside the U.S. by the Commercial Service. Each issue reaches an estimated 400,000 readers.

Whether a company seeks representation, distribution, direct sales, licensing or joint-venture partners, *CNUSA* delivers the message directly to potential leads. Just one listing can produce a substantial return on the investment. A standard 1/9 page black and white listing is \$695. The September issue is now available and can be viewed online at www.export.gov/cnusa. Just click on the "Current Issue" button. A one-time registration survey is required.

Defense Trade

Defense Trade (D-Trade) is a new export licensing program at the State Department that allows electronic submission of export license requests, including those that needed original documents in the past. It is provided to U.S. persons who seek to export or temporarily import defense articles or defense services regulated by the International Traffic in Arms Regulations (ITAR). Companies in aerospace and with defense-controlled items should visit www.pmdtc.org.

New Business Insurance from OPIC

The Overseas Private Investment Corporation (OPIC) recently announced two new insurance products designed to protect American businesses as they grow and invest overseas. *Small Business Insurance Wrap* is for companies with annual revenues under \$35 million, and offers clients a reduced rate for political risk insurance with a one-time fee for the life of the loan. *Stand-Alone Terrorism Insurance* is available to companies of any size and is designed to cover loss resulting from violent acts that are intended to achieve a political objective including threats posed by weapons of mass destruction. For more information please see <http://www.opic.gov/>.

Trade Specialist Pam Plagens Returns from China

Trade Specialist Pam Plagens returned from a one-month temporary assignment in the Commercial Service (CS) Beijing office earlier this month. To access a wealth of information on doing business in China, she recommends visiting CS Beijing's website at <http://www.buyusa.gov/china/en/>.

Market of the Month: Israel

It might seem difficult at first to separate Israel from its political issues. However, Israel is a technologically advanced market economy with a highly skilled and well-educated workforce. Cultural life is vibrant, restaurants and beaches are crowded, and there is a lot of business being conducted. The United States is Israel's largest trading partner, and there are opportunities here for U.S. exporters. A recognized leader in high-tech industries, Israel's investment in research and development is higher than any single country belonging to the Organization of Economic Cooperation and Development (OECD). In fact, after the U.S. and Canada, Israel has the most companies listed on the NASDAQ.

Israel's population of 6.7 million lives in an area roughly the size of New Jersey. The business environment and style here will seem familiar to American businesses, but personal relationships can play a relatively larger role within Israel's tight-knit population than in the United States. Israel's per capita income is 75% of the average in OECD nations, and remained strong through the recent economic slowdown.

Best Prospects for U.S. Exports to Israel

Electricity and Gas Equipment
 Defense Equipment
 Medical Equipment & Disposable Products
 Industrial Chemicals
 Telecommunications Equipment
 Electronic Components
 Building Products
 Safety and Security Equipment
 Non-Prescription Drugs
 Travel and Tourism Services

For more information on these sectors, please see <http://www.buyusa.gov/israel/en/bestprospect.html> or contact the Houston Office.

Access Eastern Mediterranean

It just got easier to sell in Egypt, Israel, Jordan, Lebanon, Turkey, West Bank/Gaza and now Morocco! The Access Eastern Mediterranean Program (AEM) gives you maximum exposure in the region's markets and 180 million consumers. The unified promotion targets five broadly defined best prospect industries through a unique set of activities including targeted promotions to hundreds of local contacts, a feature on the AEM website, catalog events at local trade shows, the identification of potential business partners and one combined regional report with the results. For details see <http://www.buyusa.gov/easternmed/>.



TRADE EVENTS

The Future of Houston's Air Cargo Development: An Opportunity for Partnerships

Houston, Sheraton North Houston

August 11

Sponsored by the International Transportation Management Association this luncheon features Genaro Pena, director of Marketing for the Houston Airport System. Cost \$25. For details <http://itma-houston.org>.

Business and Climate Opportunities in Iraq

Greater Houston Partnership

September 1

This workshop will provide details on the business climate in Iraq and opportunities the country offers. Contact Bryan Hykes at bhykes@houston.org or 713-844-3636 for more information.

International Executive of the Year

Greater Houston Partnership

September 15

Archie W. Dunham, chairman of ConocoPhillips, will be honored at this annual Partnership luncheon. The Houston Club, 811 Rusk. Noon to 1:30 p.m. Members/Nonmembers: \$35/\$70. Register by Sept. 13, 2004. For more information, contact Maria Casas at 713-844-3662 or mcasas@houston.org.

Video Conference with Brazil: Oil & Gas Industry Export Opportunities

University of Houston International Trade Center

September 16

See page 4 of this newsletter under **Energy Exports** for further details.

Automechanika 2004

Frankfurt, Germany

September 14-19

Final recruitment is coming to a close. Over 150 companies have registered. Do not miss your chance to get expert trade leads and the Frankfurt Pathfinder Service! Contact Warren Smith at CS Frankfurt at 011-4969-561-114 for more details.



Bio-Japan 2004: Biotechnology

Tokyo, Japan

Sept. 28-30

Bio Japan is one of the largest trade shows for biotechnology in Japan. It is held once every four years



and is organized by the Japan Bio-industry Association (JBA). The Commercial Service plans to organize the first U.S. Pavilion at this show. For more information, contact Pam Plagens at pam.plagens@mail.doc.gov or 281-449-9412.

Expo Comm Wireless Spain 2004

Madrid, Spain

November 9-12

Recognized as Spain's premier telecommunications and information technology fair. More than 10,000 professional buyers attend the fair. Contact Brendan Kelly at Brendan.Kelly@mail.doc.gov or 281-449-9404.



Qatar Business Development

Qatar and UAE

December 2-10

Texas Secretary of State Geoffrey Connor will lead a senior - level business development trade mission to Qatar and the United Arab Emirates (UAE) focusing on commercial opportunities for Texas companies including joint ventures and export opportunities. For details, contact Mortada Mohamed at (512) 936-0530 or Mmohamed@governor.state.tx.us.



CeBIT 2005

Hannover, Germany

March 10-16

CeBIT covers the entire spectrum of information technology, telecommunications, software and services. With 7,500 exhibitors from more than 60 countries and 700,000 visitors expected, the trade fair is one of the world's largest. Exhibit space is competitive and sold out months in advance. For more information, contact Brendan Kelly at Brendan.Kelly@mail.doc.gov or 281-449-9404.



New Zealand Pharmacy Expo 2005 Cosmetics/Toiletries

Auckland, New Zealand

June 24-26

Together with leading suppliers and pharmacy professionals nationwide, you can create an interactive environment to increase your business sales in cosmetics, medicines, gift lines, pharmacy service and computer resources. Don't miss the opportunity to expand your business! For more information, contact Nyamusigambi at 281-449-9423 or nyamusigambi@mail.doc.gov.



ENVIRONMENT SECTION

NEWS:

Environmental Help Needed in Poland and Czech Republic

Both Poland and the Czech Republic must meet higher standards for clean water, air, waste management, and renewable energy usage now that they are members of the European Union. According to a representative for the Czech Republic, there are nearly three million people not connected to sewers and only 37 percent of the population has sewage treatment. For a details contact our office.

STATE ENVIRONMENTAL INITIATIVE

<http://www.csg.org>

Provides Immediate Response Grants of up to \$25,000 for small companies to fund short-term commercial projects for promoting environmentally beneficial technology between the U.S. and Asia.

EVENTS:

Enviro-Pro 2004 Mexico

Mexico City, Mexico

September 8-10

Demand for environmental products/services continues to increase rapidly in both the public and private sectors. The Commercial Service is organizing a U.S. Pavilion. For more information, contact Francisco Ceron at francisco.ceron@mail.doc.gov.

Weftec 2004

New Orleans, LA

October 2-6

This show addresses the most timely issues in water and wastewater technology. Visit their website at www.weftec.org or contact our office.

Environmental Technologies Trade Mission

Hong Kong and China

October 26—November 2

Features individualized, pre-screened business meetings, appointments with government decision makers, project site visits, plus a bonus company promotion at the USA Pavilion at Pollutec China 2004. Visit www.buyusa.gov/eme/et_mission.html or contact Julia Rauner Guerrero at Julia.rauner.Guerrero@mail.doc.gov or 619-557-2963.

Pollutec 2004

Vienna, Austria

November 10-12

One of a series of leading environmental trade fairs in Europe. Contact Urska Hudnik at Urska.Hudnik@nospam.mail.doc.gov or visit www.pollutec.at.

ENERGY NEWS AND EVENTS

Vietnam's Growing Demand for Energy

The rapid expansion of the Vietnamese GDP at 7% to 8% per year has fueled a surging demand for energy. The Vietnamese government encourages investment in offshore oil and gas exploration and production. Visit <http://www.buyusa.gov/vietnam/en>.

Business Opportunities in China

Yunnan Province has high a demand for mineral industry equipment and is seeking to establish hydro-power as their main power source. Local Chinese companies are interested in American products and would like to work with U.S. firms in these areas. For details, visit <http://www.buyusa.gov/china/en>.

New Oil Discovery in Angola

ExxonMobil announced Venus discovery in deepwater Angola. The discovery could present commercial opportunities for U.S. suppliers to the oil and gas industry. Visit <http://www.buyusa.gov/southafrica/en>.

VIDEOCONFERENCE WITH RIO DE JANEIRO, BRAZIL: Oil & Gas Industry Export Opportunities

University of Houston International Trade Center
September 16

Sponsored by the Houston U.S. Export Assistance Center, University of Houston International Trade Center and Greater Houston Partnership this live videoconference with the Commercial Service in Rio de Janeiro will provide an overview of current opportunities, Brazilian customs regulations, becoming a Petrobras supplier and selling to U.S. drillers operating in Brazil. Cost: \$20. No walk-ins. Contact Alan Richel at Alan.Richel@mail.doc.gov or 281-449-9417 for more information.

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