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## **RALEIGH EXPORT ASSISTANCE CENTER TRADE BULLETIN**

**WE HAVE MOVED!** As of July 1, 2004, the U.S. Department of Commerce's Raleigh Export Assistance Center is now more conveniently located to better serve you! Located off of Globe Road and just two miles from the airport, we are easy to find and have convenient parking. Our new address and contact information is 10900 World Trade Blvd., Raleigh, N.C. 27617 Tel: 919-281-2750 Fax 919-281-2754

### **DOC Aims to Improve U.S. Trade Position**

**WASHINGTON**, May 18, 2004- Department of Commerce Secretary Evans released a report to reduce standards-related trade barriers and called for broader collaboration between government and U.S. industry to prevent technical obstacles that impede U.S. exports.

The new report, Standards and Competitiveness Coordinating for Results, contains more than 50 recommendations and summarizes key industry standards issues in international markets. Some of this information was gathered from more than 200 industry associations and standards organizations in 13 industry roundtables convened over the past year.

"Standards and related technical regulations affect an estimated 80 percent of world trade," Evans told an audience of industry and standards community representatives. "The recommendations in this report can improve how we tackle standards-related issues that distort trade and undermine our competitiveness." He went on to add, "In many ways, this is the beginning of a new Commerce partnership with industry to combat standards as trade barriers to American goods and services."

"In the face of intensifying global competition, neither industry nor government can be complacent about standards-related issues," said Under Secretary for Technology Phil Bond. "The Secretary's Standards Initiative emphasizes best practices, provides critical education and training, expands our early warning tools, and creates greater collaboration with industry and government."

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### **Useful Information at Your Fingertips**

#### **USITC Tariff and Trade Data Web**

<http://dataweb.usitc.gov/>

Let's say you're looking for a statistic like the total U.S. vehicle exports to the Bahamas in 2003. You can find that at the [USITC Interactive Tariff and Trade DataWeb](#) .

This site provides international trade statistics and U.S. tariff data free of charge. You simply select a category at the home page, then fine-tune your search, and you'll get a customized report that you can read and download.

You can also create and save customized country and product lists for future re-use. International trade data are available for years from 1989 to the present on a monthly, quarterly, annual, or year-to-date basis, and you can

retrieve them in a number of classification systems, including the Harmonized Tariff Schedule (HTS), the Standard International Trade Classification (SITC), or the North American Industry Classification System (NAICS). Finally, you can access current U.S. tariff information at this site.

(Source: [Really Useful Sites for International Trade Professionals](#), a free, bi-weekly email publication of FITA - The Federation of International Trade Associations. Please feel free to subscribe to this newsletter at <http://fita.org/useful>)

## **International Trade News**

### **Software Market in China Expected to Reach Sales of USD 25.4 Billion (RMB 210 billion) in 2004**

SHANGHAI, China, June 2004 - According to the Department of Economic Reform and Operation of the Ministry of Information Industry, in 2004 the total software market in China is estimated to achieve sales worth USD 25.4 billion (RMB 210 billion), an increase of 28.6% compared with 2003. Among the total revenue in 2004, software is estimated to have USD 12.2 billion (RMB 101 billion), an increase of 20.4%, while system integration services will reach USD 8.6 billion (RMB 71 billion), an increase of 34.5%, and software services will reach USD 4.5 billion (RMB 37 billion), an increase of 42.6%.

In 2003, the sales revenue of software and system integration services was USD 19.7 billion (RMB 163 billion), an increase of 48.5% and 33.3%, respectively.

The Ministry of Information Industry also listed the top 100 software enterprises in 2004; Huawei Corporation, Zhongxing Telecommunication (ZTE), and Hisense ranked as the top three. The top three individual software developer enterprises are China National Software Service Corporation, Neusoft and Usoft. (Source: U.S. Commercial Service - American Embassy, Beijing Vol. 2 No. 161 June 7 2004 China Information World - Translated by Cao Shujuan)

### **Positive Forecast for Medical Sales**

SANTIAGO, Chile, June 2004 - There is an opportunity for U.S. manufacturers of medical equipment to sell their products to Clinica Indisa in Santiago, Chile. As a result of the development of a new wing devoted to ambulatory patients, Santiago's Clinica Indisa is seeing its sales up some 12%. In the second half

of this year, Clinica Indisa plans to start another expansion project - a new building to increase its capacity from 100 to 200 beds. Completion is expected by the end of 2005.

## **Trade Events**

### **Sao Paulo, Brazil Telexpo Wireless September 15-16, 2004**

In 2004, Advanstar will hold the fourth edition of Telexpo Wireless, which became a landmark in the wireless communication market in Brazil in 2002.

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### **Santiago, Chile – 12<sup>th</sup> International Conference in Biotechnology October 17-22, 2004**

The 12th International Conference in Biotechnology is scheduled to take place in Santiago, from October 17th to the 22nd, in the CasaPiedra center. Over 800 scientists from all over the world are expected to attend the conference to discuss the latest biotechnology advancements.

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### **Monterrey and Mexico City, Mexico – Repcom 2004 November 15-19, 2004**

This is a multi-sector mission to match U.S. suppliers with Mexican Companies.

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## OUT THERE!!

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## **Feature Your Company on U.S. Commercial Service Websites Worldwide – for FREE!**

Featured U.S. Exporters – or FUSE – is a directory of U.S. products featured on the websites of U.S. Commercial Service offices around the world. It gives your company an opportunity to target specific country markets in

the local language of business. Currently this service is offered **free** of charge to qualified U.S. exporters seeking trade leads or representation in the following markets: **Australia, Austria, Canada, Chile, China, Costa Rica\*, Germany, Greece\*, Hong Kong, Indonesia, Israel\*, Japan\*, Korea, New Zealand, Saudi Arabia, Switzerland, Taiwan, Thailand, Ukraine\*, United Kingdom, Vietnam\*, West Africa\***

*\* You may be asked to provide a translation of your product description in the local language of business. Translation by the Commercial Service (CS) is available for a nominal fee, but you are not required to use our translation service. Your local USEAC can assist with finding a local translator if necessary.*

For a **free** listing on **any/all** of the above CS websites, go to: [www.buyusa.gov/home/fuse.html](http://www.buyusa.gov/home/fuse.html) and complete the form one time! Your company information will then be automatically sent to the U.S. Commercial Service offices in the countries you select with a copy to your local USEAC office. **NOTE: The last question on the form is: "May we know how you learned about this program?" Please put the name of your trade specialist in that block so that we can follow-up with our post.** This is an excellent opportunity to publicize your products and services in other markets for **free!** We anticipate that there will be a fee for this service in the future, so we encourage you to take advantage of this opportunity now at no cost to your company!

## **Commercial News USA Magazine Can Help North Carolina's Companies Sell to the World**



