

# Raleigh USEAC Trade Bulletin

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The U.S. Department of  
Commerce's (USDOC)  
**U.S. Export Assistance  
Centers (USEAC)**  
Serving North Carolina

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The Charlotte USEAC services the following counties: Alexander, Alleghany, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cherokee, Clay, Cleveland, Davie, Gaston, Graham, Haywood, Henderson, Jackson, Iredell, Lincoln, Macon, Madison, McDowell, Mecklenburg, Mitchell, Polk, Rowan, Rutherford, Stanly, Surry, Swain, Transylvania, Union, Watauga, Wilkes, Yadkin, and Yancey.

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The Raleigh USEAC services the following counties: Alamance, Beaufort, Bertie, Camden, Carteret, Caswell, Chowan, Craven, Currituck, Dare, Duplin, Durham, Edgecombe, Franklin, Gates, Granville, Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Orange, Pamlico, Pasquotank, Pender, Perquimans, Person, Pitt, Sampson, Tyrrell, Vance, Wake, Warren, Washington, Wayne, and Wilson., as well as Columbus, Brunswick, and New Hanover counties, which are supported in coordination with the Charleston, SC Office.

## \*\*\*\* News from Home and Abroad \*\*\*\*

**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

## For a Limited Time: 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 U.S. Commercial Service offices' websites 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*		

\*For indicated markets, 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** or **all** of the above CS websites, go to: <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. It's really that easy! **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!

## International Market News

**Mexico-** Although Public institutions are not allowed to purchase used or refurbished equipment, Mexico is still a good market for refurbished medical equipment offered in good quality conditions, with warranty and technical support. Clients for this kind of equipment are mainly medium and small private hospitals that need to comply with certain equipment requirements to get official certification and do not have enough resources to purchase new equipment. Most private doctors like to have small or portable equipment in their offices and are also good clients for refurbished medical equipment at good conditions and price.

**Canada-** Canadians are going all natural. The Canadian market for natural health products is estimated to generate US\$2 billion in retail sales in 2004. Following dramatic growth throughout the 1990's the Canadian market for natural health products, which encompasses vitamins and minerals, probiotics, herbal remedies and supplements continues to diversify and grow at steady pace. U.S. exports make up more than 50% of Canada's imports of growing market retail sales that should surpass the USD\$2 billion mark in 2004. Most sales occurred through drug stores rather than large surface retailers or specialized stores. Other important tips include being careful of regional differences and reviewing new regulations.

**Germany-** With a gross domestic product of \$1.8 trillion in 2001, a well-educated work force and a productive economy, Germany has one of the world's highest levels of technological development. It is no surprise, then, that Germany has the highest number of Internet users in Europe. With 43.6 million online in May 2003, almost a third of the German population is online every day. With so many Internet users, Germany has the largest information and communications technology (ICT) market within western Europe and is the third largest in the world, following the US and Japan. The ICT market is valued at EUR 136.1 billion in 2002 and is expected to increase to EUR 136.5 billion in 2003. By way of location and language, Germany is a great springboard to enter smaller surrounding markets such as Switzerland and Austria. A strong local presence in Germany will give you a strategic advantage within the market and possibly good connections to neighboring EU countries. The demand for software and related computing services is relatively strong. Areas of major growth include customer relationship management (CRM), supply chain management (SCM), IT security, and e-commerce (to speed up sales processes and/or generate rapid cost savings, such as logistics, sales tracking and e-procurement). \* Written by Brad Anderson International Trade Specialist Foreign Commercial Services, Germany



### \*\*\*\*\* Authentication of Overseas Sales Documents \*\*\*\*\*

Have you been told that you need to provide a Manufacturers Authorization for an agent in a foreign country? Do you need authentication and legalization of Patents, Trademarks or Copyrights? Are you being told you need notarization, authentication, certification and/or legalization? Perhaps the information below will help you through this maze.

The Department of State is responsible for providing authentication services to U.S. citizens and foreign nationals for all documents that will be used overseas. There is a wide range of documents that may be requested by the overseas entity, including letters from the U.S. manufacturer authorizing someone in the foreign market to serve as an agent for that company, or distributorship agreements.

Here are the authentication steps for your documents:

- 1) Documents must be signed before a notary public.
- 2) A Clerk of Court of the County in which the document is commissioned must then certify documents.
- 3) The Secretary of State where the document is executed must then certify document.
- 4) All seals and signatures must be originals.
- 5) All dates must follow in chronological order on all certifications.
- 6) All documents in foreign text must be accompanied with a certified (notarized) English translation.
- 7) Whenever a copy (if acceptable) is used, it must include a statement that it is a true and accurate copy.
- 8) Foreign governments require the U.S. Department of State to authenticate documents in order for the document to be considered legal. Therefore, it is suggested that you contact the embassy of the particular country to determine what documents are needed for transactions.
- 9) All documents, along with a request for authentication, are then sent to state level Secretary of State's office for authentication. In North Carolina, this would be Secretary of State Elaine Marshall's authentication office. The authentication office phone number for the North Carolina Secretary of State is 919-807-2140.
- 10) All authenticated documents are then sent for legalization to the consulate or embassy of the foreign country where the documents are to be used.

In lieu of the authentication procedure, you may decide that you would prefer the shorter apostille certification process. In order to use this shorter process, all countries involved must be signatories to the 1961 Hague Convention. (The United States is a signatory). For a list of signatories, review the following web page: <http://www.hcch.net/e/members/members.html>. This apostille certification procedure will only apply to documents from the other federal agencies and official documents from foreign governments. Documents destined for use in participating countries and their territories should be certified by one of the officials in the jurisdiction in which the document has been executed. Said official must have been designated as competent to issue certifications by "apostille" (usually in the office of the State Secretary of State, in our example, Secretary of State, Elaine Marshall's authentication office) as provided by the 1961 Hague Convention.

With this certification by the Hague Convention apostille, the document is entitled to recognition in the country of intended use, and no certification by the Authentications Office or legalization by the embassy or consulate of the foreign country where the document is to be used is required.

It can be challenging trying to determine which documents you need to expand your international sales, and where you should go to get the official stamps and signatures often required. The U.S. Export Assistance Center in your area is positioned to help you navigate the oft-complex world of documentary requirements. Contact your local USEAC for assistance.

### \*\*\*\*\* Useful Websites \*\*\*\*\*

**Export Declaration** - Still manually filling out your Shipper's Export Declaration (SED)? The Automated Export System now allows your company to file SED's online. [www.aesdirect.gov](http://www.aesdirect.gov) Recent news articles claim that certain importing countries have been requesting a copy of the Shipper's Export Declaration (SED) for U.S. goods entering the country. Providing such information would be contrary to the U.S. Census Bureau/Foreign Trade Division's commitment to maintain confidentiality of information filed with them. Questions or concerns on this matter should be directed to Mr. Jerome Greenwell of the Census Bureau's Regulations/Outreach/Education Branch at (301) 763-2238. Visit [www.census.gov/](http://www.census.gov/) for details on the Foreign Trade Division

**ATA Carnet FAQ** - Carnets are useful documents for reducing the paperwork and expenses involved in temporary importing into foreign countries. For all the information you need to make use of Carnets, go to <http://atacarnet.com/faq.htm>.

**LatinFocus** - <http://www.latin-focus.com> is a site that calls itself "the leading source for Latin America economies" and it is not far from the truth. LatinFocus has the latest news and commentary coming out of the region, categorized by country and presented both in English and Spanish.

**Export Assistance Services** -For more information on our list of services and how we can help your company succeed in the global marketplace visit <http://www.export.gov/partners.html>.

**\*\*\*\*\* Upcoming Events \*\*\*\*\***

**Monthly NCWTA Meeting**

The monthly meeting of the Triangle Chapter - North Carolina World Trade Association (NCWTA) will feature a presentation on Foreign Trade Zones on Tuesday, **August 10, 2004**. The meeting will be held from 5:30pm - 7:30pm at **Longistics, International**, located at 10900 World Trade Boulevard, Raleigh NC 27617. For directions, please visit <http://www.longistics.com>. The cost will be \$15.00/person. Plan now to attend and bring your colleagues to this exciting program!

For more information or to register, please call (919) 795-4662 or e-mail [rkb\\_4@juno.com](mailto:rkb_4@juno.com).

**Doing Business in South America:**  
**Regional Trade Perspective: North Carolina - South America Connections**

Come join us on November 8<sup>th</sup> and 9<sup>th</sup> to learn more about the Chile-US Free trade Agreement and Brazil-US trade opportunities and challenges. Invited speakers include His Excellency Andrés Bianchi, Ambassador of Chile to the U.S., His Excellency Roberto Abdenur, Ambassador of Brazil to the U.S., and His Excellency René A. Leon, Ambassador of El Salvador to the U.S..

**Reception**

**Monday- November 8, 2004**  
**6:30pm - 9:00pm**  
Siena Hotel, 1505 E Franklin St.  
Chapel Hill, NC

**Conference**

**Tuesday- November 9, 2004**  
**8:30am - 4:00pm**  
The George Watts Hill Alumni Center  
University of North Carolina- Chapel Hill

For more information, please contact Debbie Strader ([Debbie.strader@mail.doc.gov](mailto:Debbie.strader@mail.doc.gov)) or Shirreef Loza ([Shirreef.loza@mail.doc.gov](mailto:Shirreef.loza@mail.doc.gov)).

**Make Plans Now to Attend the National District Export Council Conference**



**Date:** October 19-21, 2004  
**Location:** Peabody Hotel, Memphis, TN  
**Sponsor:** FedEx - Platinum Sponsor  
**Keynote:** Fred Smith, Founder and CEO, Fed Ex  
**Theme:** Competing for the Future: The Convergence of Trade and Technology  
**Features:** National Exporter of the Year Award; Late night tour of Fed Ex Global Air Hub  
**For more information, contact:** Dean Peterson, Nashville USEAC, 615-259-6061  
[Dean.Peterson@mail.doc.gov](mailto:Dean.Peterson@mail.doc.gov)

**Middle East: Milipol Qatar 2004**

**Date:** October 4 - 6, 2004.  
**Location:** Doha, Qatar  
**Theme:** Milipol is the leading international exhibition of law enforcement and defense equipment, industrial site security and civil defense. Milipol Qatar is a safety and security trade event that takes place biannually in Doha, Qatar and Paris, France. It brings together all participants in the security of countries of the Middle East, Africa, and Asia. Senior officials from the Ministries of the Interior, and of Defense, decision-makers, and professional purchasers of participating countries will be in attendance. The 2002 event had 149 exhibitors from 29 countries. There were 3,640 professional visitors from 60 represented countries.  
**For more information, contact:** Debbie Strader ([Debbie.strader@mail.doc.gov](mailto:Debbie.strader@mail.doc.gov)) or Shirreef Loza ([Shirreef.Loza@mail.doc.gov](mailto:Shirreef.Loza@mail.doc.gov)).