



EXPORTNews

"Your Partner in Exporting"

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**U.S. Department of Commerce
U.S. Export Assistance Centers
Serving the State of Georgia —**

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ATLANTA U.S. EXPORT ASSISTANCE CENTER WEBSITE

**The Atlanta U.S. Export Assistance
Center now has its own website!**

**For your information on current
export topics, links to export trade
resources, our monthly newsletter
and upcoming local events, go to:**

www.buyusa.gov/sunbelt/page19.html

EXPORTNews is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in Atlanta. It is distributed by email and winfax. To correct, add or delete an address, send complete contact information to the Atlanta USEAC at the email address or fax # above.

U.S. Commerce Report on Manufacturing in America – To help identify the challenges facing the American manufacturing sector, the U.S. Department of Commerce held over 20 public roundtables during 2003. The discussions included representatives from small, medium, and large companies from a range of industries. The Department also studied official data that helped gauge the health of the manufacturing sector. In January, Commerce issued an 88-page report that: (1) provides an overview of the domestic and international economic environment facing American manufacturing, (2) highlights the expressed views of manufacturers regarding the challenges they face and (3) advances policy recommendations to help ensure that government is creating the conditions necessary for U.S. manufacturers to maximize their competitiveness. The recommendations represent a step toward crafting the strategy to help address the challenges facing American manufacturers. The full text of Manufacturing in America is available for downloading as an Adobe Acrobat file from the Commerce Department's web site at

http://www.commerce.gov/DOC_MFG_Report_Complete.pdf

Printed copies of the report are available for purchase from the U.S. Government Printing Office for \$12 each, including shipping. To purchase a copy, visit the U.S. Government Online Bookstore at <http://bookstore.gpo.gov> or call the GPO sales desk toll-free at (866) 512-1800. Ask for publication number 003-009-00732-1.

The Advocacy Center – Leveling the Playing Field for U.S. Businesses Competing

Internationally – The U.S. Department of Commerce's Advocacy Center was established in 1993 to help U.S. companies pursue and win foreign government commercial opportunities with the help of a network of U.S. Government officials based in Washington and around the world. The program operates by augmenting a company's project or procurement proposals with supportive phone calls, letters, faxes, and face-to-face meetings—at appropriately high levels—to ensure full and fair consideration of U.S. business interests by foreign government decision-makers. In addition to the Center's continued role as advocates in leveling the playing field for U.S. businesses abroad, the Advocacy Center has recently entered into a Memorandum of Understanding (MOU) with the Export-Import Bank of the United States (Ex-Im) as well as begun to implement the Early Project Development initiative. The MOU allows the Center to engage Ex-Im under an expedited review process on a potential letter of intent, which, if issued, is sent alongside the company's proposal as they bid on these business opportunities. This brings to bear the financial support of the U.S. Government at the outset of the project, making the proposed bid more attractive because of the certainty of financing and augmenting our efforts to become involved as early as possible in advocacy projects. The EPD initiative will provide exporters the same strategic, coordinated U.S. support that foreign governments routinely provide to their companies in pursuit of these major opportunities. For more information, call (202) 482-3896, send a fax to (202) 482-3508, or visit the Center's website at <http://www.trade.gov/advocacy>.

New CE Mark Guide On-Line – The U.S. Department of Commerce International Trade Administration has produced a web-enabled guide to help U.S. exporters comply with the requirements of the European Union’s CE mark. The CE mark shows that a company has met the health and safety requirements for a product to be sold in much of Europe. The CE mark shows that a company has met the health and safety requirements for a product to be sold in much of Europe. The CE mark affects about half of U.S. exports to the EU or approximately \$80 billion worth of merchandise. The guide provides step-by-step instructions for U.S. manufacturers and exporters to navigate the CE mark certification process as well as other useful information for companies complying with CE mark requirements. The CE mark guide is available at http://www.ita.doc.gov/td/tic/ce_mark/ceindex1.htm

Asia Now Online Service - The U.S. Commercial Service (USCS) invites U.S. firms to visit its “Asia Now” online resource center. The site brings together the resources of USCS offices in 14 Asian countries and its Export Assistance Centers across the U.S. to provide firms information on regional trade events, USCS services, and market research. Log on to <http://www.buyusa.gov/asianow/> for the following export markets: Australia, Indonesia, Philippines, Thailand, China, Japan, New Zealand, Vietnam, Hong Kong, Korea, Singapore, India, Malaysia, and Taiwan.

More Than 70 New Industry Reports Posted Recently at: <http://www.export.gov/marketresearch.html>

Examples include: Ukraine -Agriculture Machinery and Equipment; China - Software Industry; Vietnam - Food Processing & Packaging Machinery; Poland -Sporting Goods; Jamaica - Drugs & Pharmaceuticals; Brazil - How to Send Samples and Equipment for Trade Shows; Israel -Building Products; Czech Republic – Environment Remediation; Saudi Arabia – Auto Parts.

FAQs on Doing Business in Iraq – How do I get to Iraq? What security provisions should I consider? Where should I stay? The revised “Doing Business in Iraq FAQs,” produced by the Iraq Investment and Reconstruction Task Force, will answer these and many other practical questions on visiting, trading with, and investing in Iraq. For the latest FAQs go to http://www.export.gov/Iraq/pdf/iraq_faq_current.pdf or contact your local USEAC.

SABIT Training Program – The Special American Business Internship Training program (SABIT) enables U.S. companies and organizations to build relationships and explore commercial opportunities in Eurasian markets by facilitating interactions with counterparts from Eurasia. Structured as reimbursable awards, grants cover a share of the costs of hosting Eurasian managers and scientists for 3-6 months of hands-on training in U.S. business practices. The SABIT Grant Program not only satisfies the technical assistance needs of Eurasian economic development, but also provides a unique opportunity to facilitate cross-border cooperation with targeted individuals and organizations in Eurasia. SABIT Grants offset the most substantial costs of the training program, and work to mitigate the risks of doing business in Eurasia. A majority of U.S. hosts have entered into business relationships with their trainees in the form of joint ventures, distributorships, or contractual arrangements. Applications for its 2004 funding round are available at <http://www.mac.doc.gov/sabit>. **The deadline is April 23.** For more information, contact Patrick Brennan at Patrick_brennan@ita.doc.gov or 202-482-2077.

U.S.-Chile Free Trade Agreement - The U.S.-Chile FTA entered into force on January 1, 2004. At that time, more than 85% of two-way trade in consumer and industrial goods became duty free. Duties on other products will gradually be phased out over a 12-year period. In order to take advantage of the benefits for U.S. goods under this agreement, exporters will need to understand how to determine that their goods are originating or qualify for preferential duty treatment under the U.S.-Chile FTA Rules of Origin. To learn more about the U.S.-Chile FTA and its implications for U.S. exporters, go to: <http://www.buyusa.gov/chile/en/page26.html>. There you will find a copy of the U.S.-Chile FTA Handbook which covers topics such as: tariff elimination schedules, impact of the FTA on your product or service, rules of origin, documentation requirements, new opportunities for U.S. companies, frequently asked questions and more. You will also find complete instructions on completing the U.S.-Chile FTA Certificate of Origin.