

# Trade World UTAH

September 2004

## Calendar of Events



### Published by:

Salt Lake City Export Assistance  
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### In Cooperation With:

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**September 23  
12:00- 2:00 pm**

#### Topic:

#### Speaker:

**Cost:  
RSVP:**

### Financing Your Exports Seminar

Cache Chamber of Commerce  
160 N. Main, Logan, UT

Information will be provided on the various private and public sector organizations that can help Utah companies with their export financing needs (e.g. working capital, credit insurance on open account sales, political risk insurance, special loans for exporting companies, etc.).

Dennis Chrisbaum, Regional Manager for International Trade Programs U.S. Small Business, U.S. Small Business Administration, based in Denver, Colorado

FREE

To David Fiscus at 801/524-5116 or  
[David.Fiscus@mail.doc.gov](mailto:David.Fiscus@mail.doc.gov).

**September 23  
12:00- 1:20 pm**

#### Topic:

#### Speaker:

**Cost:**

#### RSVP:

### World Trade Association of Utah Luncheon

Little America Hotel & Towers  
500 South Main Street, Salt Lake City, UT 84101

"Role of the University in Economic Development- Globally & Locally"

Mr. Michael Young, President of the University of Utah  
Non-Member rate: \$30.00 (which includes both the presentation and sit down lunch).

Members: Depends on your membership status. For membership information, please email us at [utahworldtrade@msn.com](mailto:utahworldtrade@msn.com).

Please call the Global Management Center at 801-422-6495 and be ready with your 1) Name, 2) Company, 3) Email address and 4) Phone number. Or email the preceding information to [utahworldtrade@msn.com](mailto:utahworldtrade@msn.com).



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## Trade Resources



### BRINGING FOREIGN BUYERS TO THE UNITED STATES: UNDERSTANDING THE NEW VISA POLICIES

The U.S. government has revised its visa policies to ensure that tourists, students, and business-people who travel for legitimate purposes are allowed access to the United States, while providing a higher level of security to U.S. citizens. Visa applicants of all types—those planning to participate in trade shows, consult with business associates, view and purchase products, travel, or attend universities—are all subject to the same scrutiny and visa policies. The following information may help your company facilitate visits of foreign customers to this country for business purposes.

**WHAT ARE THE NEW VISA POLICIES?** Consular officers carefully scrutinize all visa applications. Most applicants are required to have a personal interview as a standard part of the visa process. The relevant U.S. embassy or consulate has the authority to waive the interview without approval from headquarters in Washington, D.C., in certain, very limited circumstances. All applicants' names, regardless of nationality, are checked against a government database for possible criminal or other disqualifying information. Visa applicants may need to undergo an extra review process if they seek to engage in a commercial exchange or academic pursuit involving certain fields of advanced technology. Additionally, all nonimmigrant tourist and business visa applicants between the ages of 16 and 45, regardless of nationality, must now include supplemental information on an additional visa application form (DS-157). Consular and border officers have the authority to require any visa applicant or applicant for entry from any country to complete supplemental forms if they are needed to help determine eligibility for a visa.

**WHAT IS THE SAME IN U.S. VISA POLICY?** While post-September 11 has seen a bevy of changes pertaining to U.S. national security, where visa policies are concerned, much has actually remained the same: • Applicants must still submit all required forms, pay the \$100 application fee, and possess a valid passport with at least six months' validity remaining. • Applicants must still demonstrate significant ties abroad and their intent to return before the expiration of their authorized stay in the United States. • The type of supporting documents required varies with the type of visa being applied for, the applicant's previous travel history, and a variety of other factors. • There is no guarantee that a visa will be issued. • Full preparation of the application and for the interview is essential.

**HOW LONG DOES IT TAKE TO GET A VISA?** The new policies and procedures may increase the length of time to process visa applications. Consequently, applications should be submitted as early as possible. Exact processing times are difficult to predict, but most applications are processed within 30 days. Visa applications are reviewed on a case-by-case basis, each on its own merits. Since each person's circumstances are different, individuals applying for the same class of visa may be asked different questions, required to submit different supporting documents, and may have to wait varying lengths of time before a final decision is made on the visa application. Additionally, certain visa applicants may be required by law to undergo additional administrative processing. As a result, it is critical that groups hoping to travel together submit their visa applications well in advance of planned travel dates.

**WHAT ARE THE NEW POLICIES FOR FOREIGN NATIONALS OF VISA WAIVER COUNTRIES?** The Visa Waiver Program enables citizens from certain countries to visit the United States for either business or tourism without first obtaining visas. To come to the United States under the Visa Waiver Program, a traveler must be a citizen of a VWP country, must have a passport from such a country valid for six months beyond the intended stay, must be traveling for business or pleasure under what would be visa class B1/B2, and must remain in the United States for 90 days or fewer. VWP travelers cannot extend their visits or change to another visa category once they enter the United States. The 27 VWP countries are: Andorra, Australia, Austria, Belgium, Brunei, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Liechtenstein, Luxembourg, Monaco, the Netherlands, New Zealand, Norway, Portugal, San Marino, Singapore, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom.

**WHAT CAN A U.S. COMPANY DO TO ASSIST FOREIGN BUYERS WHO NEED VISAS?** Although every effort has been made to inform the public of these new visa policies, travelers may not know about the requirements and changes. U.S. companies can assist the Department of State by letting their foreign buyers know what to expect when applying for a visa. An applicant can facilitate the visa application process by presenting a letter of invitation or support from a U.S. company. Although this does not guarantee visa issuance to a foreign national, it may help to establish legitimacy of intent and the reason for the intended visit. Consular officers do not maintain files on applicants prior to receipt of the formal applications; letters sent in advance of applications rarely come to the attention of consular officers at interviews. Rather, the applicant should submit any supporting letters during the interview. The State Department's Web site, <http://travel.state.gov/links.html>, provides links to pages maintained by U.S. embassies and consulates. U.S. companies can also help foreign customers by making sure to plan events as far in advance as possible to give individuals sufficient time to submit their visa applications and appear at an embassy or consulate for interviews. In addition, U.S. companies must adhere to their established schedules. Remaining in the United States beyond the time authorized at the time of admission may make a foreign national ineligible for readmission to or a visa for the United States.

**WHERE CAN I GET FURTHER INFORMATION?** Individuals or companies with questions concerning visas should review <http://travel.state.gov>, <http://UnitedStatesVisas.gov>, or the consular section in the country of application at <http://travel.state.gov/links.html>. The State Department's Consular Affairs Public Inquiries Division can be reached directly via e-mail at [usvisa@state.gov](mailto:usvisa@state.gov) and fax at (202) 663-3899. The Homeland Security Department's Web site is <http://www.dhs.gov>, and its Web site for U.S. visitors is <http://www.dhs.gov/us-visit>.



## Trade Resources



### Ready to Export? Think Canada First With the Market Analysis for Products and Services (MAPS) Program!

As the United States' largest trade partner, Canada is an ideal starting point for "New to Export" U.S. companies for many reasons including geographic proximity, transparent business practices, tariff free access to most products, highly developed logistics infrastructure, etc. The U.S. Commercial Service offices throughout Canada designed the Market Analysis for Products and Services (MAPS) Program for "New to Export" companies to capitalize on the distinct advantages which exporting to Canada affords by providing a quick, thorough look at the Canadian market along with a valuable expert assessment of the chances for your product to be sold to our Northern neighbor.

The MAPS strategy includes:

- Review of company and product/service information
- Telephone consultation with in-country Trade Specialist
- Written recommendations and an analysis of market potential

The MAPS Fee of \$75 is waived until December 31, 2004 with a referral from your local U.S. Export Assistance Center. Contact the Salt Lake City U.S. Export Assistance Center today at 801/524-5116 for more information.

# Commercial News

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For additional information contact the Salt Lake City USEAC at 801/524-5116; or contact the CNUSA Advertising Sales Office at 1-800-581-8533 and on the web at: [www.export.gov/cnusa](http://www.export.gov/cnusa).

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Salt Lake Export Assistance Center  
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