

Trade World UTAH

May/June 2004

The
**COMMERCIAL
SERVICE**

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Calendar of Events

June 25

Utah World Trade Association Golf Tournament

Gladstan Golf Course, #1 Gladstan Drive, Payson, UT 84651
Check in from 7:00 a.m., Shotgun start at 8:30 a.m., continental breakfast and lunch provided

Cost: \$60.00 per person/\$240.00 per foursome

Format: Best Ball Scramble, hole-in-one competition, and 19th hole raffle w/ great prizes!!

Don't golf?? Please still plan to join us at the 19th hole for a catered luncheon, starting around 12:00 p.m. Participation fee of \$30.00 includes catered lunch and entry into raffle for great prizes!!

RSVP: Lisa Cox: 801 - 264-9130 or lisa@freightlink.net

EU MOVES TO BAN SPAM

The European Union (EU) has recently approved a law, popularized as a "ban on spam," which in most situations requires companies to get the prior consent of individuals before sending them marketing communications by email. This "opt-in" approach contrasts with the "opt-out" requirement in the recent CAN-SPAM legislation in the United States. The following report sets out what the new EU rules are, and what U.S. companies based both inside the region and out should consider when complying with them. The "opt-in" requirement is detailed in the Directive on Privacy and Electronic Communications or, more specifically, Directive 2002/58 "on the processing of personal data and the protection of privacy in the electronic communications sector." The legislation includes provisions on the use of spyware and cookies that are also featured below. The report sets out what the new EU rules are, and what U.S. companies based both inside the region and out should consider when complying with them. For a copy of this report, contact us at 801-524-5116 or salt.lake.city.office.box@mail.doc.gov and ask for the "EU Moves to Ban Spam" report.

Commercial News

The Showcase for American-Made Products and Services

USA

Commercial News USA is Back!

Published six times a year, Commercial News USA (CNUSA) has been the official U.S. Department of Commerce Exporting magazine for over 25 years. With a circulation of 80,000 readers located in more than 145 countries, each issue of the magazine reaches an estimated readership of 400,000 worldwide (average five readers per copy). A study conducted by the U.S. Department of Commerce found that advertising in CNUSA generates an average of:

- ◆ More than 3,375 inquires a month from around the world
- ◆ 44 agent/distributor agreements a month
- ◆ \$625,000 a month in export sales

Reserve your space in the next issue of CNUSA, today! The deadline for advertising in the September 2004 issue of CNUSA is July 2, 2004. Call 1-800-581-8533 or go to www.export.gov/cnusa for additional information, including rates.



Trade Resources



Important Changes in Export Status of Syria and Libya

On Tuesday, May 11, 2004, President Bush placed an embargo on all U.S. Exports to Syria except for certain foods and medicines, ordering sanctions after long standing complaints that Syria was supporting terrorism and undermining U.S. efforts in Iraq. The new official posting can be found on the Office of Foreign Asset Controls, under U.S. Treasury:

<http://www.treas.gov/offices/eotffc/ofac/sanctions/t11syria.pdf> or on the Bureau of Industry and Security's website at:
http://www.bis.doc.gov/Licensing/SyriaFAQ_May14_04.htm#1

If you have questions about exports to Syria, please contact the Office of Foreign Assets Control at: 1-800-540-6322.

On April 23, 2004, the Department of the Treasury's Office of Foreign Assets Control (OFAC) issued General License 550.575, which transferred licensing jurisdiction for the export of items subject to the Export Administration Regulations (EAR) to the Bureau of Industry and Security (BIS). The effective date of this General License is April 29, 2004. OFAC continues to maintain certain financial restrictions, including blocking the assets of named persons. You should consult with OFAC if you have questions regarding these issues.

On April 29, 2004, BIS published an amendment to the EAR in the Federal Register. This amendment updates our license requirements for Libya. The amendment is consistent with changes in U.S. legal authorities concerning Libya and reflects Libya's continuing good faith effort to completely dismantle its weapons of mass destruction and missile programs, and adherence to its renunciation of terrorism.

In summary, BIS's new licensing requirements and policies for Libya are as follows:

- ◆ Items subject to the EAR but not listed on the Commerce Control List (CCL) (i.e., EAR99 items) are generally not subject to a license requirement except as defined in the end-user and end-use controls set forth in Part 744 of the EAR.
- ◆ Items controlled by the multilateral export control regimes [i.e., items controlled for national security (NS), missile technology (MT), chemical and biological weapons (CB), and nuclear nonproliferation (NP) reasons on the Commerce Control List (15 CFR Part 774)(CCL)] require a license to Libya, as do items controlled for crime control (CC) and regional stability (RS) reasons.
- ◆ Libya remains on the list of designated state sponsors of terrorism. As a result, most items controlled for anti-terrorism (AT) reasons will continue to require a license for export or reexport to Libya.
- ◆ Additionally, certain categories of items controlled for reasons not included on the Country Chart in Part 738 of the EAR [e.g., encryption (EI), short supply (SS), Chemical Weapons (CW), Computers (XP) and Significant Items (SI)] also require a license for export or reexport to Libya.

For additional information on the new regulations governing exportation of goods and services to Libya, please see the Bureau of Industry and Security's Frequently Asked Questions and Answers: <http://www.bis.doc.gov/PoliciesAndRegulations/LibyaFAQs.htm>.



Trade Resources



National Center for Standards and Certification Information Offers Export Alert! Service

This free web-based service provides U.S. industry with the opportunity to review and comment on proposed foreign technical regulations that can affect their businesses. Members of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report proposed technical regulations that may affect trade to the WTO Secretariat, who in turn distributes them to all WTO Members.

By registering for the Export Alert! service U.S. companies receive, via e-mail, notifications of drafts or changes to foreign regulations for a specific industry sector and/or country. The industry sectors are defined by the International Classification for Standards (ICS) designation developed by the International Organization for Standardization (ISO).

Notifications of the proposed foreign regulation contain a description of the regulation, the country issuing the regulation, and a final date for comments. Register today at: <https://alert.scc.ca/exportalert/us/index.cgi>

Copies of the full text are available upon request from:

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Fax: (301) 926-1559
E-mail: ncsci@nist.gov

Global Government Procurement Opportunities On-Line!

The U.S. Department of Commerce's Trade Compliance Center provides links to websites containing information on government procurement opportunities offered by foreign countries, including members of the World Trade Organization Agreement on Government Procurement (GPA), international organizations and the United States. The links may direct you to procurement sites that charge a fee to access tender opportunity information. Many of the websites are hosted by non-members of the GPA, and therefore may not be subject to the GPA's requirements of transparency and national treatment in government procurement.

The Agreement on Government Procurement of the World Trade Organization (WTO), commonly known as the GPA, establishes a framework of rights and obligations for government procurement among the WTO members that have signed it. The signatories have agreed that suppliers of goods and services in other signatory countries will be treated no less favorably than domestic suppliers in procurement covered by the Agreement, and that their laws, regulations and procedures relating to government procurement will be transparent and fair.

The current signatories to this Agreement (as of May, 2004) are: Canada, the European Union -- whose member states are Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands (including Aruba), Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and the United Kingdom - Hong Kong, Iceland, Israel, Japan, Norway, South Korea, Liechtenstein, Singapore, Switzerland, and the United States. Any other WTO member government can accede to this Agreement on terms agreed by that government and the current signatories.

The WTO Agreement on Government Procurement (GPA) was first concluded in 1979 under the General Agreement on Tariffs and Trade (GATT). It was revised and expanded as a WTO Agreement which entered into force on January 1, 1996. It has no expiration date. Any company in a signatory country that wants to sell goods or services covered by the GPA to a procuring entity in another signatory country that is listed in Appendix I of the GPA can benefit from this Agreement. The World Trade Organization estimates that the value of government procurement opportunities covered by the Agreement is worth several hundred billion dollars annually.

To access this listing of foreign government procurement opportunities, please visit the TCC's website at: <http://www.tcc.mac.doc.gov>, click on "country market research" and on the next page, click on "global procurement opportunities."

Attention Nutritionals Exporters: SANA 2004 is coming!

Exhibit at SANA 2004 in Bologna, Italy (September 9-12, 2004) and tap the Italian market without leaving your office!



The Commercial Service of the U.S. Department of Commerce and the Foreign Agricultural Service of the US Department of Agriculture are pleased to offer you a unique opportunity to enter the Italian market for health, natural, and environmentally friendly products through participation in the U.S. Pavilion at SANA 2004.

SANA is Europe's largest natural nutrition, health and environmental products show. SANA 2003 featured 1,600 exhibitors of which 400 were foreign companies. Visitors totaled 74,000 of which 52,000 were highly qualified Italian businesspersons and 3,400 were international visitors. In addition to the exhibit area, which is divided in three sectors, Nutrition, Health and Environment, SANA has a program of over 60 seminars and workshops and attracts more than 800 accredited press representatives.

For 6 years running, the Commercial Service of the US Department of Commerce and the Foreign Agricultural Service of the US Department of Agriculture have cooperated in organizing the US Pavilion at SANA. Participation provides you with all the specialized services your company needs to crack the lucrative and expanding Italian market. Please contact David Fiscus at David.Fiscus@mail.doc.gov or 801-524-5116 at the Salt Lake City U.S. Export Assistance Center for additional information, or go to the U.S. Pavilion website at: <http://www.buyusa.gov/italy/en/sana2004.html>

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