



EXPORT NEWS

A newsletter of the
US Export Assistance Center Houston, Texas

July 2009

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BREAKFAST ROUNDTABLE WITH THE

DEPUTY MINISTER OF MINES & ENERGY OF BRAZIL

Friday, July 10

The Greater Houston Partnership and the US Department of Commerce invite you to participate in a breakfast roundtable with the **Honorable Márcio Pereira Zimmermann, Executive Secretary, Ministry of Mines and Energy of Brazil**. He will discuss current trade and investment opportunities in Brazil's energy sector. Time: 8:00-10:00 am. Cost: \$30 for CS clients & GHP members /\$60 for nonmembers. For more information, contact Maria Velasquez, Greater Houston Partnership at mvelasquez@houston.org, 713-844-3636.

CHINA: H1N1 STATE DEPARTMENT TRAVEL ALERT

Quarantine Measures

In response to the 2009-H1N1 pandemic, the US State Department issued an alert for US citizens regarding quarantine measures imposed by the Chinese government that may affect travel to China. This alert expires on September 30. Current measures in China include placing arriving passengers who exhibit fever or flu-like symptoms into 7 day quarantine. Although the proportion of arriving Americans being quarantined remains low, the random nature of the selection process increases the uncertainty surrounding travel to China. The selection process focuses on those sitting in close proximity to another traveler exhibiting fever or flu-like symptoms or on those displaying an elevated temperature if arriving from an area where outbreaks of 2009-H1N1 have occurred. See http://travel.state.gov/travel/cis_pa_tw/pa/pa_4238.html.

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COMMERCIAL NEWS USA -

SPECIAL RATE FOR NEW-TO-EXPORT COMPANIES

For only \$199, US companies new to exporting can advertise in Commercial News USA. One ad will reach buyers, distributors, and wholesalers in 176 countries--both in print and online. More information is available online at www.thinkglobal.us/199.



The US Export Assistance Center is ...

part of the US Department of Commerce's US & Foreign Commercial Service (CS). We promote and protect US commercial interests abroad and deliver customized solutions to ensure that US businesses compete and win in the global marketplace. See www.trade.gov/cs.



USTR UPDATES WEBSITE INCLUDING NEW BLOG & UPDATE SERVICE



To keep up on US trade policy, visit the US Trade Representative's recently redesigned website which now includes a blog and email update service.

See: www.ustr.gov.

CS HOUSTON BUSINESS SERVICE DIRECTORY

As a member, your company profile will be seen by US exporters, international buyers, and clients of the US Commercial Service. Cost: \$300 for small business (less than 500 employees). See <http://www.buyusa.gov/houston/houstonbsp.html>.

REGISTER WITH US EMBASSY WHEN TRAVELING

US citizens are encouraged to register with the nearest US embassy or consulate through the Department of State's travel registration website:

<https://travelregistration.state.gov/ibrs/ui/>. Registration is particularly important for those who plan to stay in a country longer than one month, or who will travel to a country experiencing civil unrest, an unstable political climate, or a natural disaster.

FIND FOREIGN COMPANIES WITH OPERATIONS IN TX

Nearly 2,000 foreign-owned businesses operate in Texas. To access the State of Texas database, please see: governor.state.tx.us/ecodev/business_research/

**EUROPEAN UNION UPDATE****NEWLY REVISED EU ECO-LABEL**

The EU Eco-label is a voluntary label which is awarded to the most environmentally friendly products on the EU market. The aim is to encourage manufacturers to design products that have a reduced environmental impact throughout their life cycle, from manufacturing to disposal. US companies with eco-friendly products should be aware that the eco-label is just one of the European Sustainable Consumption & Production Policies, which aim at reducing the negative impact of consumption and production on the environment, health, climate and on natural resources. For details, see: http://buyusainfo.net/docs/x_3451711.pdf.

EU: EXTENSION TO METRIC LABELING EXEMPTION

US companies exporting to the European Union will be able to continue using both metric and non-metric labels on their products. According to EU Directive 2009/3/EC, published on May 7, 2009, an exemption will be extended indefinitely to existing EU regulations that would have required the exclusive use of metric labeling by January 1, 2010. This new directive is expected to save US firms hundreds of millions of dollars by enabling them to go metric according to their own timelines, without facing trade barriers in the EU. The regulation dates to the 1970s, when Directive 80/181/EEC, the so-called Metric Directive, ordered the exclusive use of metric labeling on most products sold in Europe. Subsequent directives extended the implementation date to 2010. For information on doing business in the EU, see www.buyusa.gov/eu.

MARKET OF THE MONTH: CHILE

With a robust and diversified market economy and transparent regulation, Chile represents a highly promising market for US exporters. A free trade agreement between the US and Chile since 2004 further opened the market for American goods and services.



During times of economic growth and high copper prices (the country's main commodity), Chile saves budget surpluses into a trust which can be used to soften the blow of economic downturns, which has significantly helped the Chilean economy during recent months. Furthermore, Energy Secretary Chu recently signed a Memorandum of Cooperation with Chilean Minister Marcelo Tokman, paving the way for collaboration on energy issues, including the development of renewable energy such as solar, wind and biofuel technologies.

Promising markets for exporters include:

- ☆ Computer hardware and software services
- ☆ Construction
- ☆ Electric power and equipment
- ☆ Food processing and packaging equipment
- ☆ Mining equipment
- ☆ Pollution control equipment
- ☆ Safety and security equipment
- ☆ Telecommunication
- ☆ Travel and tourism
- ☆ Agriculture

For more information, including valuable industry research, visit www.buyusa.gov/chile/en/.

TRADE LEADS**US TRADE & DEVELOPMENT AGENCY OPPORTUNITIES**

USTDA advances economic development and US commercial interests in developing and middle income countries through the funding of technical assistance, early investment analysis, training, orientation visits and business workshops. The dates in parentheses indicate deadlines by which proposals must be received. For details, see www.ustda.gov.

Current Business Opportunities with USTDA

- ☉ Pakistan: Definitional Mission for Energy Sector Projects (7/16/09)
- ☉ Costa Rica: Definitional Mission for ICT and Telecommunication Projects (7/23/09)

(Continued on page 3)

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Opportunities with USDA Grant Recipients

- Ghana: Feasibility Study on the Expansion of Meteorological Services (7/17/09)
- Colombia: Port of Buenaventura Operational and Security Enhancement Feasibility Study (7/20/09)
- Ghana: Kotoka International Airport Air Traffic Control Center Project (7/24/09)
- Cameroon: Limbé Gas to Electricity Technical Assistance (7/24/09)
- Niger: National ICT Backbone Network Feasibility Study (8/12/09)
- Mauritius: Feasibility Study on the CEB Transmission Grid and Transformer Network Monitoring System (8/26/09)

EVENTS

INTERNATIONAL REPRESENTATIVES & DISTRIBUTORS: Find Them, Sign Them & Enhance Their Performance

1919 Smith St, Downtown Houston

July 21

This morning seminar will cover how to identify new representatives or distributors, perform due diligence on these contacts and cover your legal bases. Additionally, case studies by local companies will discuss maintaining long-term, profitable business relationships with international partners. Handouts will be provided. Time: 8am-12noon. Cost: \$75. Deadline: July 17. For details, see www.buyusa.gov/houston/july09event.html.

EXPORT REGULATIONS AND COMPLIANCE FOR INTERNATIONAL BUSINESS SMALL AND LARGE

International Trade Center, 11110 Bellaire Blvd.

July 21

SGS, the world's leading inspection, verification, testing and certification company, and Compliance Assurance, an expert export training company, present export compliance regulations and training to help you and your staff keep the necessary records on international orders. Time: 8am-12 noon. See www.buyusa.gov/houston/events.html.

FOREIGN CORRUPT PRACTICES ACT: IMPLEMENTING AN EFFECTIVE COMPLIANCE PROGRAM

Le Tourneau University

July 23

The seminar will introduce participants to the essential elements of FCPA and how companies should implement an effective compliance program. Time: 8:00am-11:30am. Cost: \$75. For details, see www.buyusa.gov/houston/events.html.

US-MEXICO BORDER DEVELOPMENT PROGRAM

Tijuana, Baja California, Mexico

July 30

Program includes:

- Orientation visit to Mexican customs facilities.
 - Briefings by the US Commercial Service, Baja California's Economic Development Office on and a Custom Broker exporting to Mexico.
 - A visit to one or more manufacturing plant.
 - Matchmaking for potential buyers, reps or partners.
- Cost: \$750. For further information, contact: Ricardo A. Calderón - Ricardo.Calderon@mail.doc.gov.

You're Invited to the
World Trade Soiree



Saturday, August 29

For details, see <http://www.houston.org/soiree/>.

WEBINARS

HOW TO PROTECT YOUR BUSINESS INTERESTS & EMPLOYEES ABROAD

When: July 15, 2009, 1:00PM Central Time

See: <http://www.buyusa.gov/colorado/osac.html>

It can be very challenging for a company to keep current on today's ever-changing threats, challenges and security-related issues abroad. As a service to US exporters, the US Commercial Service and the Overseas Security Advisory Council (OSAC) are offering this FREE webinar. For additional information contact: Suzette.Nickle@mail.doc.gov.

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MARKET RESEARCH & RESOURCES

RECENT CS-PRODUCED ENERGY MARKET RESEARCH

- Ukraine: Fuel and Energy Complex of Ukraine
- Ukraine: Nuclear Energy/Safety Modernization Program
- Italy: Green Building Market
- Brazil: The New Gas Law
- Greece: Electricity transmission line presents opportunities for US renewable energy companies
- China: Solar Energy and the Photovoltaic Industry

To access the CS Market Research Library at <http://www.export.gov/mrktresearch/index.asp> or to download these and other recent energy-focused market research and upcoming events notices, see **Energy eMarket Express-Summer 2009** edition at <http://www.buyusa.gov/eme/energy.html>

SUBSCRIBE TO CS CHINA'S ENERGY UPDATE

Update is a free monthly electronic publication produced by CS China that provides US companies with information and analysis on China's energy market, project alerts, highlights from the US Mission in China and US Department of Commerce and US Government activities in the sector, and a listing of upcoming events. To subscribe, email your contact information and request to CSChina.Subscribe@mail.doc.gov.

ENERGY EVENTS

EXTEMIN 2009 CATALOG EXHIBITION

Arequipa, Peru

September 14 - 18

EXTEMIN 2009, the most comprehensive mining-related exhibition in Latin America, is an international trade show organized in Peru for the Mining Industry that will bring the main suppliers of goods and services from all over the world. The U.S is ranked first among mining equipment suppliers with a 28% market share of Peruvian imports. Best prospects include: off-highway dumpers GVW over 20 tons, shovel loaders, ventilation systems, underground winding gear, lifting, loading and unloading machinery (conveyors, excavators, etc.), underground cars, bulldozers, and parts, among many others. Catalog Representation Fee: \$300. For details, see <http://www.buyusa.gov/peru/en/106.html>.

ENERGY TRADE MISSION TO MIDDLE EAST

Abu Dhabi, Bahrain, Qatar, and Saudi Arabia
October 9-16

Organized by the Bilateral US-Arab Chamber of Commerce, meet with CEOs of the National Oil Companies of Abu Dhabi, Bahrain, Qatar, and Saudi Arabia (ADNOC, Bapco, Qatar Petroleum, and Saudi Aramco) as well as with other energy companies such as TAQA. Seeking participants from across the energy sector, including power generation, engineering, procurement, and construction (EPC), environmental services, refining, petrochemicals, and alternative energy, in addition to traditional oil and gas firms. For details, contact the Chamber at: bilateral@bilateralchamber.org.

ENERGY EFFICIENCY TRADE MISSION TO INDIA

The Government of India (GOI) is analyzing over 750 large energy users in an effort to reduce energy consumption by about 10000 MW per year. Targeted sectors include railways, aluminum, cement, chlor-alkali, pulp and paper, fertilizers, steel industries and power generation plants. The Bureau of Energy Efficiency in India is mandating consumption decreases in these high energy-intensive industries. The market potential for industrial energy efficiency is approximately \$27 billion; The potential for green buildings is over \$3 billion. India suffers from obsolete technologies, high energy costs, limited natural resources and chronic power shortages in some areas.



New Delhi

November 16-17

US-India Energy Efficiency Technology Cooperation Conference, New Delhi, co-hosted by Ministry of Power, GOI, USDOE and USAID. Includes meetings with Government of India officials, one-on-one matchmaking meetings, and a networking reception.

Chennai

November 18-19, 2009

One-on-one matchmaking meetings, site visit, and networking reception.

Mumbai

November 20

One-on-one matchmaking meetings and roundtable on Financing Energy Efficiency projects. Deadline: September 30. Cost: \$3500 per SME participant – firms with 500 or fewer employees or self certified as small business under SBA regulations; \$4200 per large company participant – firms with more than 500 employees; \$750 for each additional company representative. For details, contact Nya Igambi at nyamusigambi@mail.doc.gov.