



EXPORT NEWS

A newsletter of the U.S. Export Assistance Center, Houston, Texas

March 2006

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WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information, visit www.export.gov/

Bringing America's Finest China Experts to your Doorstep



May 16, 2006 ★ Houston, Texas
 Doubletree Hilton Hotel

This is the premier event for American firms serious about profitably exporting to China. The conference will provide market intelligence and resources essential to thrive in this robust, advancing economy. Market experts include public and private sector representatives from the U.S. and China.

CEOs, presidents, managers, logistics managers, directors of business development, and career-minded professionals interested in Asia will benefit from attendance.

Panels include:

- ★ *Financing*
- ★ *Market Entry Strategies*
- ★ *Distribution, Logistics & Chinese Customs*
- ★ *IPR- Protecting Your Investment*
- ★ *Energy and IT*

OPTIONAL CONFERENCE EVENTS

May 15
 Kick-off Reception

May 17
 One-on-One Counseling Sessions
 Customized business briefings with U.S. Commercial Service-Beijing industry specialists.
 Requires early registration.

★
 Marketing Partnerships & Exhibit Opportunities Available !

FOR MORE INFORMATION OR TO REGISTER ONLINE:

www.chinabizconference.com

The Commercial Service is please to acknowledge Houston-based Continental Airlines for their generous contribution as a National Sponsor of this conference.

CS OFFERS DISCOUNTED SERVICES FOR COMPANIES FROM HURRICANE DISASTER AREAS

On Monday, April 3, CS will begin implementation of a policy to provide relief to companies located in areas that were declared major disaster areas during the recent hurricane season. The policy aims to stimulate international opportunities for companies whose sales were severely impacted by the hurricane damage.

Through September 30th (or until the funding is depleted), CS will offer International Company Profiles (ICP), International Partner Searches (IPS) and the Gold Key Service (GKS) at a 50 percent discount, and CS trade missions by the amount equivalent to 50 percent of the cost of a one-day GKS in each stop. Clients may receive one ICP, IPS and trade mission at the discounted rate, and three GKS at the discounted rate.

For details, please contact our office.

LIBYA: EXIM'S UPDATES CLS FOR PUBLIC SECTOR TRANSACTIONS

As of March 23, Ex-Im Bank has updated its Country Limitation Schedule (CLS) with regards to Libya. See, <http://www.exim.gov/tools/country/clsmemo25.html>.

LIBYA: GOLD KEY & ICP SERVICES NOW AVAILABLE

Effective April 1, the U.S. Commercial Service will offer limited Gold Key and International Company Profile services.



Gold Key Matching Service will offer:

- Appointments with prospective trade partners in key industry sectors
- Briefing with Economic and Political Officers at the U.S. Liaison office to developing follow-up strategies
- Interpreter and car
- Help with travel and accommodations
- Cost: \$650 for each day

International Company Profile Service will offer:

- A detailed background report on a prospective sales representative or partner
- A listing of the company's senior management
- Main business activities and product/service lines
- Banking and financial information
- \$600 - for Tripoli & adjoining areas

Please contact our office to engage these services.

WHY EXPORT TO BRAZIL ?

- **Brazil's 182 million people** make it the 5th largest country in the world.
- **Brazil's population** is roughly the same size as the combined populations of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname.
- **Brazil's \$605 billion GDP** makes it the 12th largest market in the world.
- **Brazil's \$605 billion GDP** is 7 times as large as Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua combined!
- **Brazil's \$605 billion GDP** is nearly as large as the combined GDP of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname.
- **The United States is Brazil's largest trading partner.** In 2004, Brazil imported \$13 billion from the U.S, and from January – November 2005, Brazil imported \$13.8 billion worth of U.S. goods.
- **Brazil is a founding member and platform to enter Mercosul.** Mercosul is South America's largest common market, including Brazil, Argentina, Paraguay and Uruguay, with associate members Chile, Bolivia and Venezuela.

CS has offices in Belo Horizonte, Brasilia, Porto Alegre, Rio de Janeiro and Sao Paulo to assist U.S. firms with strategic market penetration. For details, see www.buyusa.gov/brazil.



TRADE LEADS

New trade leads, vetted by the CS offices worldwide, are received every day. To review current leads, visit the CS Trade Leads database at http://www.export.gov/eac/trade_leads.asp.

EVENTS

CITY OF HOUSTON MISSION TO INDIA

June 10-17

This week-long mission to New Delhi and Mumbai will include high-level Indian government meetings, one-on-one business meetings, networking luncheons and receptions and an in-country briefing by the U.S. Embassy. For details, contact Maria Velasquez mvelasquez@houston.org or (713) 844-3661.



CAFTA SUMMIT

EXPANDING THE HOUSTON AND CENTRAL AMERICA BUSINESS CONNECTION

DoubleTree Hotel Houston Downtown
April 20-21



Featuring keynote address by U.S. Secretary of Commerce Carlos M. Gutierrez (left) & The Honorable Keven Brady, U.S. Representative (right).



Central America and the Dominican Republic are the 2nd largest export market in Latin America behind Mexico. With the recent passage of the Central American/Dominican Republic Free Trade Agreement by the U.S. Congress, Houston is poised to truly become the Gateway to the Americas. With the clear benefits to Texas companies of NAFTA, the implementation of CAFTA/DR will further solidify Houston's key role in integrating our economy with our neighbors to the south.

This two-day conference will feature the Commercial Service's senior commercial officers working in the region as well as Houston-based executives with significant experience to share. Cost: Full conference \$175, One day \$100. To register, see <http://www.houston.org/events/event.asp?meetingType=CAL>. Or, contact Kristen Culwell at kculwell@houston.org or 713-844-3636.

Doing Business with Israel

UH International Trade Center
April 27

Israel is a thriving, transparent, democratic market with high-tech trade opportunities. Co-sponsored by CS Houston, the University of Houston's Small Business Development Center and the Government of Israel's Economic Office, this seminar will provide guidance on how to successfully do business with Israel. An Israeli government official will be a featured speaker, and Mr. Ronald Soriano, senior commercial officer of the Commercial Section of the U.S. Embassy in Tel-Aviv will participate live via videoconference. Time: 8:30am -12noon. Cost \$50. For details, please contact Alan Richel at alan.richel@mail.doc.gov or 281-449-9417.



CYBER SECURITY & IDENTITY THEFT

UH International Trade Center

April 26

How vulnerable is your company's electronic data to a cyber security threat? How safe is your information when it is transmitted over the internet? Although "cyber security" sounds like a concept from the future, it is an issue impacting numerous companies and individuals. Join the Organization of Women in International Trade- Houston chapter for a luncheon program featuring Madelyn Feinberg, CEO of Avatar Computer Solutions. Cost: \$5 members/\$10 guests. Send your RSVP to dpatrick@atlexpress, or on-line at www.owit-houston.org.



ESSENTIALS OF U.S. EXPORT CONTROLS

Wyndham Greenspoint-Houston

April 18 - 19

The U.S. Department of Commerce Bureau of Industry and Security (BIS) and Houston District Export Council in conjunction with the Houston U.S. Export Assistance Center will hold a two-day conference that will provide Houston companies with the *Essentials of U.S. Export Controls* including critical information about the U.S. Export Administration Regulations (EAR). Cost: \$295.00. Register at <http://www.acteva.com/go/HDECBISSeminar2006>.



EXPORT EXCELLENCE AWARDS

May 18

Mark your calendar to attend a luncheon honoring area service providers. Featured speaker is U.S. Ambassador to Spain, and former Houstonian, Eduardo Aguirre. Watch for details!

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. **If you would like to be removed from this mailing list, please contact the Houston Office.**

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ENERGY TRADE LEADS

IRAQ: CRUDE STABILIZATION PLANT IN NORTHERN IRAQ REQUIRES PUMPS & VALVES.

Sizeable quantity of pumps, valves and other critical parts, in addition to engineering design and installation services. Contact our office for pre-tender alert.

ENERGY EVENTS

CANADA - THE NEW SAUDI ARABIA EXPORTING TO CANADA'S OIL/GAS SECTOR

April 6

3:00 PM CT

Capital Spending * Technology * Opportunities

This Webinar will detail the astounding growth taking place in Canada's oil and gas sector, and in particular, the Oil Sands of Alberta. It will discuss the export opportunities for U.S. suppliers, and trade promotion activities offered by the U.S. Department of Commerce and will feature Terry Sorgi, Principal Commercial Officer, U.S. Consulate General, Calgary, Alberta, Canada. **Log-on from your office computer!** Cost: free. To receive web access details, please contact: Sharon Atkins or Crystal Roberts at Tel: 403-265-2116 or sharon.atkins@mail.doc.gov.

**GLOBAL PETROLEUM SHOW**

Calgary, Canada

June 13-15

US Pavilion booths still available!

Pavilion participants receive:

- Exhibitor space in the pavilion
- A market briefing
- Four - six pre-arranged appointments
- U.S. Consulate hosted reception

Cost: \$3750. For further details contact our office or see <http://www.buyusa.gov/houston/globalpetroleumshow.html>.

RIO OIL & GAS SHOW - 3 WAYS TO PARTICIPATE

Rio de Janeiro, Brazil

September 11-14

Target the largest oil & gas show in Latin America with the assistance of the U.S. Commercial Service in Rio de Janeiro. Three ways to participate:

- **Gold Key Service**
- **Featured U.S. Exporter Listing** on CS Brazil Website
- **Catalog / Product Literature Center**

For further details, please contact our office or Regina Cunha, CS Rio, at regina.cunha@mail.doc.gov.

OFFSHORE TECHNOLOGY CONFERENCE '06**New Depths, New Horizons**

Reliant Center, Houston

May 1-4

Once again, CS will be very active in supporting U.S. exporters at OTC. Our overseas posts are in the midst of recruiting foreign delegates. In 2005, 500 foreign buyers and representatives attended the show with the help of our organization. As of press time, CS-organized delegations will include members from



- | | |
|--------------|----------------|
| • Australia | • Norway |
| • Brazil | • Qatar |
| • Kazakhstan | • Saudi Arabia |
| • Kuwait | • UAE |
| • Mexico | • Venezuela |
| • Nigeria | • Yemen |

SHOW TIME APPOINTMENTS: To learn more about each delegation and receive one-on-one counseling from a U.S. Commercial Service Energy Specialist, please sign up for our ShowTime program. Through Show Time, U.S. companies can arrange a 30-minute private counseling session to discuss market strategies. Show Time appointments can be arranged for your booth on the show floor or in room 706/707 of Reliant Center. There is no cost for this service. Appointments are made on a first-come, first-serve basis and will be held Tuesday, May 2 or in the morning on Wednesday, May 3. Register today at: <http://www.buyusa.gov/eme/otc.html>.

INDUSTRY BREAKFASTS:

Organized by the U.S. Dept. of Commerce Manufacturing and Services Office of Energy & the Environment, this year the series will feature:

- India - Tuesday, May 2
- Offshore Russia - Wednesday, May 3
- Australia - Thursday, May 4

Time: 7:30 -9:00 am. Cost: \$25 for OTC attendees. For further details and how to register, see http://www.otcnet.org/2006/tech_prog/breakfasts.html

For the official OTC 06 website, see <http://www.otcnet.org/2006/index.html>.

* A reception honoring delegates from the Middle East and N. Africa is being organized by the Bilateral U.S. -Arab Chamber. To learn more, please contact the Bilateral Chamber at 713-880-8168.