

# EXPORT NEWS

A newsletter of the US Export Assistance Center Houston, Texas



## NEWS

### 8 CITY SEMINAR TOUR | EXPORTS LIVE! Real Deals - Real Profits

#### SUCCESSFUL SMALL BUSINESS EXPORT STRATEGIES:

Westin Oaks Hotel, Consort II Room  
October 27, 8am-3pm

Six federal agencies have created a series of interactive seminars designed to educate small businesses about export opportunities and how they can be used to grow their businesses, grow the economy, and create jobs. Participating government agencies include: U.S. Ex-Im Bank, U.S. Department of Commerce, Small Business Administration, U.S. Trade Development Agency, Office of the U.S. Trade Rep, and Overseas Private Investment Corp. Will also have opportunity for one-on-one meetings with agency officials. Cost: \$99, breakfast and lunch included. To learn more/register, call toll-free: 1 (888) 966-2009, or visit: [http://www.export.gov/exports\\_live](http://www.export.gov/exports_live).

### PEMEX PROCUREMENT SEMINAR

Federal Reserve Building  
November 5



The U.S. Commercial Service, in conjunction with the Houston District Export Council, and PEMEX, invite you to attend an update on navigating the PEMEX procurement process. The integrated company's operations range from exploration and production to refining and petrochemicals. Time: 7:30am- 12pm. Cost: \$75, breakfast buffet included. Register now, space is limited and filling up quickly! Go to: [https://www.regonline.com/pemex\\_seminar](https://www.regonline.com/pemex_seminar)

*Save the date*

### BUSINESS OPPORTUNITIES AT THE INTER-AMERICAN DEVELOPMENT (IDB) GROUP

Federal Reserve Bank—Houston  
November 17

Presentation by John Ferriter, IDB and Mack Tadeu, Commercial Service Liaison - IDB. The IDB partners with governments, companies and organizations to promote development. See [www.buyusa.gov/Houston](http://www.buyusa.gov/Houston) for details!

#### FIND HOUSTON-AREA EXPORT SERVICES at

<http://www.buyusa.gov/houston/houstonbsp.html>

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### 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](http://www.trade.gov/cs).



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## NEWS

### COMMERCIAL NEWS USA OFFERS 50% DISCOUNT AND SPANISH TRANSLATION

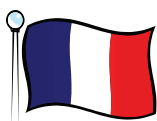
You can promote your products worldwide at a discounted rate in two consecutive issues of *Commercial News USA* and have your ad translated into Spanish – for free! Place an ad in the January-February 2010 issue of *Commercial News USA* at the standard rate and get a second ad in the March-April issue at 50% off. For details, email: [advertise@thinkglobal.us](mailto:advertise@thinkglobal.us).

### ONLINE PROMOTION IN FOREIGN COUNTRIES

Featured U.S. Exporters (or FUSE) is a directory of U.S. products featured on U.S. Commercial Services websites around the world. Listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. For details, see <http://www.buyusa.gov/home/fuse.html>.

### MARKETS OF THE MONTH: FRANCE

With a population of 64.5 million and one of the strongest economies in Europe, France has continued to provide a lucrative market for US investors and business. France has a thriving economy and is very open to international business. In 2008, Texas exported over \$2.4 m worth of goods to France; a number which has steadily increased at an annual rate of \$500,000. The majority of Texas goods exports to France are Petroleum & Coal Products (35%), Chemical Manufactures (25%), Computers & Electronic Prod. (10%), and Transportation Equipment(10%).\*\*



Houston in particular has a special relationship with France. For over 35 years Houston and Nice have participated in a number of exchanges and programs that promote friendship, understanding, trade and cooperation.

The French-American Chamber of Commerce–Houston Division is a local resource for US companies interested in the French market. For more information, see: <http://www.facchouston.com>.

For further information on doing business in France, please visit our Market Research Library at [www.export.gov](http://www.export.gov).

\*\*Source: Foreign Trade Division, U.S. Census Bureau.

## EVENTS

### ITAR SHOCK THERAPY: UNDERSTANDING THE BASICS

*San Antonio, TX*

*October 29*

The U.S. Commercial Service in partnership with the Southwest Research Institute and StandardAero will host an International Traffic in Arms Regulations (ITAR) seminar. This one-day event will target licensing and compliance practices when exporting products and technologies. To learn more/ register, contact:

[Michael.Rosales@mail.doc.gov](mailto:Michael.Rosales@mail.doc.gov), or visit :

[http://www.buyusa.gov/sanantonio/shock\\_therapy.html](http://www.buyusa.gov/sanantonio/shock_therapy.html)

### CORPORATE IMMIGRATION LAW COMPLIANCE

*International Trade Ctr, 11110 Bellaire Blvd., Houston*

*November 18*

Sponsored by the International Trade Center, Houston, and The Law Firm of FosterQuan LLP, seminar will focus on making sure that companies and individuals have the information and resources necessary to stay on top of their immigration compliance obligations.

The seminar will explore the immigration initiatives that the Obama administration is poised to tackle and what they may mean to your company. In addition, we will provide an overview of the immigration options available to investors doing business in the U.S. Time: 11:30 am -1:00 pm. Cost: \$35. Learn more/ register: Jennifer Lopez at 832-448-0190 or [Internationaltradecenterwealee@gmail.com](mailto:Internationaltradecenterwealee@gmail.com).

### 2009 CHINA TOWN HALL MEETING: LOCAL CONNECTIONS, NATIONAL REFLECTIONS

*International Trade Center, Houston*

*December 8*

Sponsored by the U.S. Dept. of Commerce's Commercial Service-Houston, The National Committee on U.S.-China Relations, and the International Trade Center. Time: 6-8:00 pm. Pre-registration deadline: 12/4. Cost: \$45 and includes dinner, University Students free with student ID. For details and registration, contact: Brendan Kelly: 713-209-3113 or

**Note:** The US 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.**

## MISSIONS

### EXECUTIVE TRADE MISSION TO ALGERIA AND LIBYA

*Algiers, Algeria, and Tripoli, Lybia*

*February 17-22, 2010*

Vast capital reserves and ambitious infrastructure projects put Algeria and Libya among the world's most promising markets for U.S. exporters. The Department's first executive trade mission to these countries, designed to promote U.S. exports in a range of best prospects sectors, is now scheduled to take place February 17-22, 2010. Application deadline: Nov. 12. Companies previously selected to participate need not reapply. Learn more/register, contact: Lisa Huot at 202-482-2796 or [northafricamission@mail.doc.gov](mailto:northafricamission@mail.doc.gov).

### AEROSPACE EXECUTIVE SERVICE TRADE MISSION AT THE SINGAPORE AIR SHOW

*Singapore*

*February 1-4, 2010*

This Aerospace Executive Service trade mission is designed to deliver an effective business development package for small- and medium-sized companies, combining business matchmaking, trade show presence and networking activities. It will run concurrently with the Singapore Air Show 2010, providing participants with opportunities to enhance their contacts with both local and international exhibitors. Apply by Dec. 11. Learn more/register, visit: <http://www.buyusa.gov/eme/sa.html>

### TRADE MISSION TO SENEGAL AND SOUTH AFRICA

*Senegal & South Africa*

*March 7-12, 2010*

This mission will promote U.S. equipment and services in key sectors such as electric power systems, automotive spare parts, construction and mining equipment, and agribusiness, among others. Businesses with clean technologies in those and other sectors are also encouraged to apply. Apply by January 15, 2010. Learn more/register, contact: Karen Dubin at 202-482-3786 or [Karen.Dubin@mail.doc.gov](mailto:Karen.Dubin@mail.doc.gov).

### MEDICAL TRADE MISSION TO INDIA

*March 8-13, 2010*

*Apply by January 8, 2010*

This mission is designed to promote U.S. healthcare products and services in New Delhi, Chennai, and Mumbai. One-on-one business matchmaking appointments, site visits to healthcare facilities, and meetings with Indian government officials are all part of this package. The mission is strategically sched-

uled to include accommodate U.S. firms planning to exhibit at Medical Fair India 2010 in Mumbai. Contact: Jetta DeNend at 212-809-2644 [Jetta.DeNend@mail.doc.gov](mailto:Jetta.DeNend@mail.doc.gov). Apply by January 8, 2010. Learn more/register: <http://www.buyusa.gov/india/en/296.html>

### TRADE WINDS: THE AMERICAS BUSINESS FORUM

*São Paulo, Brazil*

*April 25-28, 2010*

The forum will include a pan - American business forum and pre-arranged consultations with 14 U.S. Commercial Service Senior Commercial Officers representing commercial markets throughout the Americas. The multi-sector Trade Mission to Brazil will add another dimension to the event by providing clients with the opportunity to conduct business-to-business meeting with firms in Brazil. For details, see: <http://www.buyusa.gov/northcarolina/tradewindsbrazil.html>.

## WEBINARS

### TRADE WINDS 2010: "THE AMERICAS" WEBINAR SERIES

Gain knowledge of the export opportunities, financing options and best prospects in The Americas region as well as to understand and appreciate the cultural differences, economic conditions and technological capabilities of potential partners. For more information contact: [Diego.Gattesco@mail.doc.gov](mailto:Diego.Gattesco@mail.doc.gov).

Dates: November 16; December 16, 2009 and January 15; February 8; March 15, 2010

Time: 11:00AM-12:00PM EST

Cost: \$225 per company for the series

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q10>

### A BASIC GUIDE TO EXPORTING WEBINAR SERIES

Learn valuable skills for growing your business by selling to international buyers. Register for two or more webinars and get a complimentary copy of the book! See below for the upcoming schedule.

- **Understanding Export Controls**, October 21
- **Finding International Partners**, November 4
- **Understanding Documentation**, November 18
- **Export Basics: Protecting Your IPR** December 2

Cost: \$40 each session. For further details, see [www.export.gov/basicguide/eg\\_main\\_020109.asp](http://www.export.gov/basicguide/eg_main_020109.asp).



## EMPLOYMENT

**Job Opportunities in the Middle East**

Seeking senior drilling surveillance specialists, staff drilling surveillance engineers, and associate drilling surveillance engineers for multiple positions in Saudi Arabia. Please send your CV to the following email address: [mustafat@sbbs.com.sa](mailto:mustafat@sbbs.com.sa).

## ENERGY EVENTS

**LAGCOE 2009**

Lafayette, Louisiana  
October 27-29

The second largest Oil & Gas event in the U.S. For 55 years, LAGCOE has been providing unprecedented access to key decision makers, state-of-the-art technologies and the very latest in offshore and onshore drilling and production capabilities. In 2007, LAGCOE featured 328 exhibiting companies, 755 indoor and outdoor exhibit spaces and welcomed over 16,000 attendees. The U.S. & Foreign Commercial Service has organized international delegations to attend from Iraq, Colombia, Ghana, Kuwait, Libya, Mexico, Nigeria and the United Arab Emirates.

The U.S. Commercial Service will be coordinating the following programs at LAGCOE 2009 to assist U.S. companies with exporting their products and services abroad.

- ♦ **PEMEX: Mexico & The Gulf of Mexico Basin Activity**
- ♦ **Ecopetrol: Oil & Gas Developments in Colombia**
- ♦ **Opportunities in Iraq**
- ♦ **Opportunities in on Ghana, Kuwait, and Libya**

For details and registration information, please visit:  
[www.buyusa.gov/neworleans/lagcoe2009.html](http://www.buyusa.gov/neworleans/lagcoe2009.html).

Visit the Commercial Service at the International Business Center, Booth L12-14, near the Cajundome arena entrance.

**BRAZIL ENERGY AND POWER VII CONFERENCE**

Westin Oaks Hotel, Houston  
November 2

Ex-Im Bank, Petrobras, Petrobras America, the Consulate General of Brazil in Houston, the Brazil-Texas Chamber and many more specialists in the energy and power sector will be in attendance to talk about the oil and gas industry in Brazil and opportunities for financing U.S.-Brazil business activities. For more info, visit: <http://www.braziltexas.org/>.

**2009 WOMEN'S GLOBAL LEADERSHIP CONFERENCE IN ENERGY & ENVIRONMENT**

Hilton Americas Hotel  
November 3-4

Industry leaders and speakers from across the world will discuss the issues that are critical to your professional success including recruiting and retention; the interconnectedness of the energy value chain; and corporate strategy, among many others. For details, see [www.wglnetwork.com](http://www.wglnetwork.com).

**GREEN ENERGY CANADA**

Toronto, Canada  
November 17-18

Held in conjunction with Canada's premier power generation event, **APPo 2009**, this is an opportunity to promote your business to a select audience. Cost: \$1500 SME/\$2450 large firms. See: [www.buyusa.gov/canada/en/greenenergycanada2009.html](http://www.buyusa.gov/canada/en/greenenergycanada2009.html).

**COLOMBIA PETROLEUM SHOW**

Bogota, Colombia  
December 1-4

The largest commercial exhibition of equipment, products and services for the petroleum industry and during the XIII Colombian Congress of Petroleum & Gas. See: <http://www.colombiapetroleumshow.com>.

**BRIGHT GREEN**

Copenhagen, Denmark  
December 12-13

Coinciding with the **United Nations Climate Change Conference (COP15)**. For details, see [www.buyusa.gov/sweden/en/brightgreen.html](http://www.buyusa.gov/sweden/en/brightgreen.html).

**SOLAR TRADE MISSION II TO INDIA**

New Delhi, Chennai, Mumbai  
February 14-19, 2010

For U.S. suppliers, developers, service providers & financiers of CSP, CPV & PV technologies. Cost: 4,500 for SMEs / \$5,200 for large companies. Deadline: 1/8/10. Visit: [www.buyusa.gov/pacificsouth/642.html](http://www.buyusa.gov/pacificsouth/642.html).

**VIETNAM OIL, GAS & POWER CONFERENCE**

Ho Chi Minh City, Vietnam  
October 28-29

"Next Phase of Growth - Propelling Downstream as Production Retains Momentum". For more info, email: [injleap@cmtsp.com.sg](mailto:injleap@cmtsp.com.sg).