

EXPORT NEWS

A newsletter of the US Export Assistance Center Houston, Texas



NEWS

VIETNAM OPENS CONSULATE GENERAL IN HOUSTON

The Vietnamese Government is opening a new consulate in Houston with an expected inauguration in September. The mission will be led by Le Dung, a former spokesman of Vietnam's Foreign Ministry.

SMALL BUSINESSES TARGETED BY CYBER SCAMS

On August 25 the Washington Post reported that organized cyber-gangs, primarily in Eastern Europe, are increasingly targeting small and mid-size businesses in the US, with losses in the millions of dollars. The most common attack involved targeted emails to company controllers or treasurers. The emails contain links or attachments that install malware onto users' computers, allowing the scammers to steal passwords, which are used by scammers to initiate wire transfers in small increments. Over time, the transfers can total hundreds of thousands or even millions of dollars from an individual company, losses that often require weeks to recover, if they can be recovered at all.

FIND HOUSTON-AREA EXPORT SERVICES at

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

EVENTS

INDIA: ENERGY EFFICIENCY TRADE MISSION

New Delhi, Chennai and Mumbai

November 16-20

Market potential for industrial energy efficiency is approximately \$27 billion; the potential for green buildings is over \$3 billion. Mission participants will attend the **US-India Energy Efficiency Technology Cooperation Conference** in New Delhi and participate in one-on-one matchmaking meetings, site visits, networking receptions and more. Deadline: 9/30. Cost: \$3500 per SME participant (less than 500 employees) or \$4200 per large company participant. For details, see www.buyusa.gov/india/en/reetm.html.

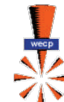
TRADE MISSION TO WORLD ENERGY CITIES

PARTNERSHIP ANNUAL MEETING

Calgary, Canada

October 7-10

The Greater Houston Partnership and Calgary Economic Development invite the Houston region's business community to attend the networking events associated with the World Energy Cities Partnership. The WECP acts as a forum to facilitate collaboration



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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.



US Export Assistance Center

1919 Smith St., Suite 1026
Houston, TX 77002

Ph: 713-209-3104 Fax: 713:209-3135
www.buyusa.gov/houston

Export News Editor: Pam Plagens
Assistant Editor: Nyamusi Igambi
Trade Assistant: Caleb Quakenbush

STAFF DIRECTORY

Duaine Priestley, Director

Duaine.priestley@mail.doc.gov
713-209-3105

Danielle Caltabiano, Trade Specialist

Dcaltabiano@mail.doc.gov
713-209-3110

Nyamusi Igambi, Senior Trade Specialist

Nyamusi.igambi@mail.doc.gov
713-209-3112

Brendan Kelly, Senior Trade Specialist

bkelly@mail.doc.gov
713-209-3113

Pam Plagens, Senior Trade Specialist

Pam.plagens@mail.doc.gov
713-209-3106

Alan Richel, Senior Trade Specialist

arichel@mail.doc.gov
713-209-3123



WHAT'S NEW IN THE EUROPEAN UNION...

New Requirement for US Exporters of Machines

As of December 29, 2009 when the new **Machine Safety Directive (2006/42/EC)** becomes mandatory, US exporters of machines will need to identify a person established in the European Union who is authorized to keep the manufacturer's technical file or have quick access to it. This person's name must appear on the declaration of conformity along with the name and address of the manufacturer. The person could be no more than a letterbox, a point of contact for the authorities in case there are questions about conformity of the machine or about accidents. The person based in Europe could be the importer/distributor, a lawyer, an authorized representative, or any other person. The manufacturer remains responsible for compiling the technical file. This requirement is an example of the beefed up surveillance and enforcement the EU is putting into effect to back up the CE marking program.

Four New Energy Using Products (EUP) Implementing Measures Adopted

With the recent publication of four new regulations to improve energy efficiency of energy-using products, the total number of implementing measures adopted through a comitology procedure now amounts to nine. The new measures affect glandless standalone and glandless circulators, household refrigerating appliances, televisions and electric motors. All implementing measures establish eco-design criteria such as limit values and offer measurement guidance. Manufacturers can self-certify to these requirements. Member states are to follow the verification procedure described in the Annex whenever they decide to inspect compliance. Where possible, the text contains benchmarking values. (pages 26-53 in Official Journal L1911 dated 23 July 2009.)

All Companies Need Economic Operator Registration and Identification Number (EORI)

As of July 1, 2009, nearly all companies doing business in the EU or companies exporting to the EU will need an Economic Operator Registration and Identification number (EORI) as EORI numbers **are required for Customs Declarations and to apply for Authorized Economic Operator status**. Member states may have different procedures for applying for EORI numbers and exporters will be required to register for EORI in the first member state they do business in after July 1. Any companies that do not have EORI number or do not know if they have one should be sure to check the EU Customs page that explains who is impacted.

For details on these and other EU activities, see www.buyusa.gov/europeanunion/whatsnew.html.

MARKETS OF THE MONTH:

FREE TRADE AGREEMENTS

Trade agreements help open markets and expand opportunities for American workers and businesses and can help your company enter and compete more easily in the global marketplace. Trade agreements are also a tool for promoting fair competition and encouraging foreign governments to adopt open and transparent rulemaking procedures as well as non-discriminatory laws and regulations. Trade agreements can strengthen the business climate by including commitments on issues of concern along with the reduction and elimination of tariffs. Trade agreements may include commitments on topics such as:

- Improving intellectual property rights protection
- Enhancing labor rights
- Government procurement
- Opening service sectors to competition
- Enhancing rules on foreign investment
- Environmental standards
- Improving customs facilitation

The United States is party to many bi-lateral and multi-lateral trade agreements. Countries with which the US has active bilateral trade agreements include: **Australia, Bahrain, Chile, Israel, Jordan, Morocco, Peru, Oman, and Singapore**. The active multilateral trade agreements that the US has signed include the **North American Free-Trade Agreement** and the **Central America-Dominican Republic Free Trade Agreement (CAFTA-DR)**. The US is also party to the **General Agreement on Tariffs and Trade (GATT)**, overseen by the WTO) along with 152 other countries. US trade agreements with Panama, Korea, and Columbia are pending congressional approval. The US is also in negotiations on trade agreements with Malaysia, Thailand, the United Arab Emirates, and the Southern African Customs Union (SACU) which includes Botswana, Lesotho, Namibia, South Africa, and Swaziland.

Country-specific trade agreement information is available: www.export.gov/fta.

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.**

EVENTS

EXPORT AND IMPORT: THE BASICS

UH SBDC, 2302 Fannin, Suite 200, Houston
September 9

Learn about contracts, shipping, import and export regulations, international payments and more. Time: 6-9 pm. Cost: \$39. Register at: www.sbdc.uh.edu/assnfe/ev.asp?ID=685&SnID=223527947

INCORPORATING SOCIAL MEDIA INTO YOUR MARKETING COMMUNICATION STRATEGY

UH SBDC, 2302 Fannin, Suite 200, Houston
September 15

Organized by OWIT, guest speaker will be Ward Pennebaker, founder & principal of communications firm Pennebaker Fifth Ring. Cost: \$5 for OWIT members, \$15 for guests. Contact Nicole Garza at 832-300-1600 for more details or visit www.owit.org.

SECURITY THREATS IN WORLD MARKETS:

KIDNAPPING, TERRORISM, PIRACY AND INSURGENCY

Greater Houston Partnership, 1200 Smith St., Suite 700
September 17

Focusing on Africa, Asia and Latin America, the program will feature Mark Courtney and Francisco Quinones of Clayton Consultants, Inc., a global crisis management firm. Time: 9:00am-11:00am. Cost: \$10 members, \$20 nonmembers. Contact: Bojan Vukovic at 713-844-3661 or bvukovic@houston.org

Business Across Borders

MEXICO, UNITED STATES & CANADA



Intercontinental Hotel, Houston
September 24, 7:30am-1:30pm

Sponsored by the Greater Houston Partnership in Cooperation with UT Austin's Center for International Business and Education Research. Focus is on trade and supply chain issues affecting key industries in the NAFTA region. Cost: Members: \$75 • Nonmembers: \$150. For details, see www.houston.org/events/news/businessacrossborders/index.html.

TEXAS GLOBAL TRADE SUMMIT 2009

Austin Downtown Hilton
October 8

Presented by the Office of the Governor, small businesses from throughout the State are invited to engage with export experts in discussing opportunities that exist beyond our borders. For details and invitation information, see www.texastrade.org/.

US TRADE MISSION TO MIDDLE EAST

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

Organized by the Bilateral US-Arab Chamber of Commerce, meet with CEOs of the National Oil Companies as well as with other energy companies. Cost: \$5850. See www.bilateralchamber.org/.



AESPcLINK CERTIFICATION WORKSHOPS

Houston Community College, 3100 Main St., Houston
October 20 & 21

Learn how to successfully file your Electronic Export information (EEI) via the Windows-based desktop PC component, AESpLink and comply with the new Foreign Trade Regulation (FTR) requirements. Attend one of 4 sessions offered (all PM sessions taught in Spanish). Cost: \$95, or after 9/20 \$115. For details and a registration form, contact: seminars@onpointsolutionsgroup.com or 321-733-6550.

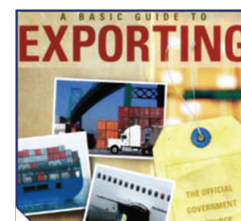
WEBINARS

INTELLECTUAL PROPERTY RIGHTS - THE TOP 15 IP MISTAKES MANY SMALL BUSINESSES ARE MAKING

Thursday, September 17, 9:00 a.m. Central Time
The speakers will include Susan Anthony and Scott Baldwin, attorneys from the Office of Intellectual Property Policy and Enforcement, US Patent and Trademark Office. Cost: free. For details, see www.buyusa.gov/philadelphia/iprwebinar.html.

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.



- **How to Identify Potential Markets**, September 9
- **Trade Financing & Payments**, September 23
- **Cashing In with Free Trade Agreements**, October 7
- **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.

**MARKET RESEARCH**

Visit the **Energy eMarket Express** at
www.buyusa.gov/eme/energy.html

WEBINARS**WEBINAR: SOLID BIOFUELS STANDARDS**

September 11, 10:00am-11:30am CST

Work is being done in the International Organization for Standardization (ISO) to create international standards for solid biofuels. For details/registration, visit:
<http://www.buyusa.gov/pittsburgh/solidbiofuels.html>

ENERGY EVENTS**RUSSIA'S POWER GENERATION MARKET**

1919 Smith St., 10th Floor

September 10

Russia plans to spend more than \$20 billion to upgrade existing power generation plants and to build new facilities. Cost: \$35. To register, see: <http://www.regonline.com/Checkin.asp?EventId=768478>.

ENERGY EFFICIENCY: EXPORT OPPORTUNITIES IN INDIA & BEYOND

International Trade Center, 11110 Bellaire Blvd.

September 15

Featuring Ron Rod, Chief Strategy Officer, The Tagos Group; and Nyamusigambi, Sr. Trade Specialist, CS Houston. Learn more about India's long-term growth potential for US suppliers as well as opportunities with the upcoming CS-sponsored Energy Efficiency mission (see p. 1). Cost: \$25. To register, contact Brendan Kelly at bkelly@mail.doc.gov.

OIL SANDS TRADE SHOW & CONFERENCE 2009

Edmonton, Canada

September 22-23

Make connections with representatives of Canada's heavy oil sector. Over 700 exhibitors and 10,000 industry representatives attend. Contact Crystal Roberts at 403-265-2116 or crystal.roberts@mail.doc.gov.

RIO PIPELINE CONFERENCE AND EXPOSITION

Rio de Janeiro, Brazil

September 22-24

Petrobras will be investing US\$ 8 billion through 2013 in new pipelines. For details, see: www.ibp.org.br and visit "Rio Pipeline".

NINTH US-CHINA OIL AND GAS INDUSTRY FORUM

Qingdao, China

September 27-29

The US-China Oil & Gas Industry Forum (OGIF) is a public-private partnership involving senior government and industry representatives from the United States and China. Interested US firms should contact Samuel Beatty at Samuel.Beatty@mail.doc.gov.

GREATER MEKONG REGION ENERGY DEVELOPMENT

Intercontinental Hotel, Cambodia

September 29-30

The conference will complement the Asian Development Bank's Greater Mekong Region Economic Cooperation program goal of establishing regional production and distribution of energy. For details, visit:
<http://www.buyusa.gov/thailand/th/energy.html>

CALGARY, CANADA WECP TRADE MISSION

(Continued from page 1)

and exchange of energy industry knowledge among 15 "energy cities" around the world.

The WECP also facilitates trade development and provides information resources to businesses in the member cities, especially small and mid-sized enterprises. For details, contact Javier Jativa at jjativa@houston.org or (713) 844-3635.

**OIL & GAS TRADE MISSION TO CHINA**

Beijing, Shanghai and Dongying

October 12-22

Participants will visit three oil and gas trade shows and two oil and gas conferences. Cost: \$3650 for single and \$6300 for double package. For more details contact Jennifer Lopez at the International Trade Center Houston at 832-448-0190.

US-MEXICO BORDER ENERGY FORUM

Houston, Texas

October 15-16

This annual event will cover energy infrastructure and continental security; clean technology; transportation fuel; Natural Gas; A Continental Perspective; Carbon Solutions; and The Future of Energy Policy, among other topics. Cost: \$160 before 9/12, or \$200. For details, see www.borderenergyforum.org.

**"VIRTUAL" GREEN TRADE MISSION TO ITALY**

A low-cost way to test the Italian market for US firms in the green-building, energy efficiency and renewable energy sectors. Cost: \$350. Registration deadline: 10/30. See: www.buyusa.gov/italy/en/virtualgreentrademission.html



NEW ERA IN OIL, GAS & POWER VALUE CREATION

Houston, Texas

October 18-27

In its ninth year, this flagship international executive program addresses both energy value chain fundamentals and commercial energy investment complexities. Useful for public and private decision makers engaged in the energy sector, *New Era* emphasizes the relationship between energy value chain economics, technology, and operations with policy and regulatory frameworks necessary to host commercially successful investment. Visit:

www.beg.utexas.edu/energyecon/new-era/

PERNAMBUCO BUSINESS

Recife, Pernambuco, Brazil

October 27-28

Supported by the Brazil-Houston Chamber of Commerce, the event will be a chance to learn about business opportunities in the fastest-growing state in northeast Brazil. For information, visit www.ibp.org.br/main.asp and search "Pernambuco Business."

LAGCOE 2009

Lafayette, Louisiana

October 27-29

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. CS offices worldwide are recruiting delegations to attend. Watch for details at: www.buyusa.gov/neworleans/seminars.html.



ANNUAL ENERGY SECTOR TRADE MISSION TO DC

Washington, DC

November 1-5

CS Houston will organize a delegation of US companies with a focus on renewable energy and energy efficiency to the **World Bank Group's Private Sector Liaison Officer (PSLO) Network's Second Annual "Sustainable Energy for the World: Smart Solutions in Renewable Energy and Energy Efficiency"**. The conference will include experts from the World Bank (WB), the Inter-American Development Bank (IDB), the Asian Development Bank and the Millennium Challenge Corporation, including procurement officials. Approximately 25 European companies specialized in energy sector will also participate. Cost: \$450.00 For details, contact Mr. Duaine Priestley at 713 209 3105 or duaine.priestley@mail.doc.gov. For an agenda, visit: www.midwestpslo.org/.

2009 WOMEN'S GLOBAL LEADERSHIP CONFERENCE IN ENERGY & ENVIRONMENT

Hilton Americas Hotel

November 3-4, 2009

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

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.

BRIGHT GREEN

Copenhagen, Denmark

December 12-13

Coinciding with the **United Nations Climate Change Conference (COP15)**, *Bright Green* will allow US companies to profile cleantech solutions. CS has organized a special Visitor Onsite Outreach Program that will include on-site meetings, a reception at the ambassador's residence, co-branding with publications and event marketing, networking with US officials at COP15, and optional site visits. Cost is \$1,000 per company (excluding air/hotel). For companies unable to attend, CS offices are preparing a special **CleanTech Profile Guide** that will be showcased at the event. Cost \$300. For details, see www.buyusa.gov/sweden/en/brightgreen.html.



WORLD FUTURE ENERGY SUMMIT 2010

Abu Dhabi, United Arab Emirates

January 18-21, 2010

Expected to be one of the world's most high-profile renewable energy events, where investment opportunities are identified, project funds are secured, and deals with investors are made. See www.export.gov/eac/show_detail_trade_events.asp?EventID=29601.

OIL & GAS/INFRASTRUCTURE LIBYA 2010

Tripoli International Fairground, Tripoli, Libya

March 8-11, 2010

Prime space is available at the US International Pavilion. For more details:

www.kallman.com/shows/libya_2010/main.php