

TRADE WORLD

The newsletter of the U.S. Commercial Service in Kansas City, Missouri



INSIDE THIS ISSUE:

News

<i>U.S.- China Joint Commission</i>	1
<i>BIS Update</i>	1
<i>U.S.- CEO Forum</i>	1
<i>AES Update</i>	1
<i>Commercial News USA Specials</i>	1
<i>Market of the Month: India</i>	2
<i>New Market Research Reports</i>	2
<i>Industry of the Month: Green Building</i>	2
<i>Events</i>	3-4
<i>Webinars</i>	4
<i>So How International Are You?</i>	4

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— NEWS —

U.S.-CHINA JOINT COMMISSION ON COMMERCE AND TRADE

U.S. Commerce Secretary Gary Locke and U.S. Trade Representative Ronald Kirk will travel to Guangzhou and Hangzhou, China to co-host the 20th session of the U.S.- China Joint Commission on Commerce and Trade (JCCT) on October 28-29 and to stress the importance of strong intellectual property rights protection and enforcement around the world. The JCCT, established in 1983, is the main forum for addressing bilateral trade matters and promoting commercial opportunities between the United States and China.

For more information please visit: www.commerce.gov/

BIS UPDATE

Be sure to checkout the Bureau of Industry and Security at www.BIS.doc.gov for export control news. Current updates include:

- New BIS License Exception- Consumer Communication Devices

U.S.-INDIA CEO FORUM

The U.S. Department of Commerce has reopened the recruitment period for U.S. companies to apply for membership to the U.S.- India CEO Forum on November 23, 2009 in Washington D.C. For more information and registration please visit: www.federalregister.gov/inspection.aspx#spec_1

AES UPDATE

The U.S. Census Bureau recently published an Interim Final Rule that eliminates the requirement to report a social security number (SSN) when registering to file and filing Electronic Export Information (EEI). This rule, effective December 3, means that a U.S. Principal Party of Interest (USPPI) or authorized agent residing or having an office located in the U.S. can no longer provide the SSN as an identification number when reporting EEI through the Automated Export System (AES).

For more information please visit: www.census.gov/foreign-trade/aes/aesnewsletter092009.pdf

Commercial News USA, the export promotion magazine of the Department of Commerce, is offering special promotions for the Jan-Feb 2010 issue:

- \$500 Discount for Rural Exporters
- Special \$199 Rate for New-To-Export Companies
- Showcase Section: \$399 Ads
- 30th Anniversary= 30% Discounts
- 50% Discount and Free Spanish Translation

For more information or to reserve space in the Jan-Feb 2010 issue, call 1-800-581-8533, Ext. 802 or send email to advertise@thinkglobal.us

MARKET OF THE MONTH: INDIA

India's sustained and forecasted GDP growth makes it one of the fastest growing economies in the world, and the second fastest in Asia. While its size and growth make it attractive as a market, the most compelling reason for investors to be in India is the high return on investment. India is a free-market democracy with a legal and regulatory framework that rewards free enterprise, entrepreneurship and risk taking. Now is the time for U.S. companies to enter the rising Indian market.

The Indian market, with more than one billion people, presents lucrative and diverse opportunities for U.S. exporters with the products, services, and commitment that can meet the country's needs. India's requirements for equipment and services for major sectors such as energy, environmental, healthcare, high-tech, infrastructure, transportation, and defense will exceed tens of billions of dollars in the medium-term as the Indian economy further globalizes and expands.

To meet growing domestic and export demands, Indian companies are increasingly manufacturing finished products and sourcing sophisticated, efficient products and equipment from the United States. There is also a growing trend in utilizing U.S. expertise in the fields of education, energy, environmental, engineering consulting, management consulting, retail, and telecommunication.

For more information about the opportunities in India please visit: www.buyusa.gov/india/en/motm.html

NEW MARKET RESEARCH REPORTS

The Netherlands: Cosmetics Industry

- In the last three years the cosmetic market in the Netherlands has seen a steady growth in sales. Some of the best prospects for U.S. companies include mineral cosmetics, spa-at-home and detox products, age-retarding face and body care products and therapeutic products.

South China: Security and Safety Equipment

- The security industry in China has a growth rate of more than 20% a year. There is a great opportunity for suppliers of high-end foreign security equipment as well as security project design and solutions.

Spain- Pet Food and Supplies Industry Sector

- The new and growing perception of therapeutic and health benefits of animals and their positive role in Spanish society favors the continual appearance of new products and services.

To access these and other market research reports, please visit: www.export.gov/mrktresearch/

INDUSTRY OF THE MONTH: GREEN BUILDING

-Events-

Green Building Road Show

Pittsburgh: November 2; Denver: November 4

San Jose: November 6; San Francisco: November 9

Phoenix: November 10

Come learn about the Green Building markets in Europe. You will have the opportunity to receive advice on market-entry strategies, learn about EU Product Certification and Standards, and meet one-on-one with commercial officers in the European Market. The road show will culminate with the Green Building Council's Greenbuild Expo 2009 in Phoenix, November 11-13.

For more information and registration please visit: www.export.gov/greentechnologies

U.S. Virtual Green Trade Mission to Italy

November 1, 2009- November 30, 2009

The goal of this virtual trade mission is to offer U.S. firms a cost-effective way to test the market, obtain market exposure, and identify potential agents/distributors. Participants will receive market exposure by including their on-line promotional "brochure" (two pages) on the mission website promoted through the Commercial Service Italy's network of industry associations and individual company contacts. Participants will also receive a vetted report on the Italian companies that indicate interest in representing their products or services.

For more information and registration please visit:

www.export.gov/eac/show_detail_trade_events.asp?EventID=29629

Greenbuild International Conference and Expo

Abu Dhabi, United Arab Emirates

November 11-13, 2009

Greenbuild International Conference and Expo, which is organized by the US Green Building Council, is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of educational sessions and hundreds of industry-leading companies showcasing the latest products, technologies, and services.

For more information and registration please visit:

www.export.gov/eac/show_detail_trade_events.asp?EventID=29804

To find out more about the Green Building industry and to keep up-to-date with trade events, business opportunities, and new market research reports, please visit the U.S. Commercial Service's Design Build Products and Services team on their website at

www.buyusa.gov/eme/globaldesignbuild.html

— EVENTS —

LOCAL

Basics of Export Distributor Agreements

Overland Park, Kansas

November 10, 2009

Registration: \$30

For more information and registration please visit:
www.buyusa.gov/kansascity/distributorbasics.html

2009 North America Works

November 4-6, 2009

Kauffman Foundation Conference Center, Kansas City, MO

The North America Works & National Forum on Trade Policy 2009 Conference brings together experts on trade and transportation from the U.S., Canada, and Mexico to explore pressing issues facing North America.

For more information and registration please visit:
www.buyusa.gov/kansascity/nawconference2009.html

GovFest 2009

Overland Park, Kansas

On Thursday, November 19, many government agencies that help business owners start or expand a business for little or no cost will be at the Johnson County Central Resource Library for the third annual GovFest for Entrepreneurs event.

For more information please visit: www.buyusa.gov/kansascity/govfest2009.html

AROUND THE NATION, ACROSS THE WORLD

Successful Small Business Export Strategies:

Eight-City "Exports Live!" Seminar Series

Miami: October 26; Houston: October 27

Detroit: November 9; Chicago: November 10

Los Angeles: November 16; Seattle: November 17

Registration: \$99

Meet cabinet-level officials from six different government agencies, including the Secretary of Commerce, the U.S. Trade Representative, and the Chairman and President of the Export-Import Bank of the U.S. They will be hosting these interactive seminars to educate small businesses on how to expand their company through exporting and how to succeed in the global marketplace.

For more information and registration please visit:
www.export.gov/exports_live/

Doing Business in China: Perception vs Reality

October 29, 2009

Grand Rapids, Michigan

The Michigan District Export Council (MDEC-West) and the U.S. Commercial Service have teamed up to bring Michael Cole, MDEC-WEST member with 13 years of experience doing business with and in China, to Grand Rapids to give an informational seminar on doing business in China.

For more information and registration please visit:
www.export.gov/eac/show_detail_trade_events.asp?EventID=29784

2009 National District Export Council Conference: Global Competitiveness and the Impact on US Exports

U.S. Department of Commerce, Washington D.C.

November 3-5, 2009

Registration: cost varies

For more information and registration please visit:
www.deconference.com

Sustainable Manufacturing in the Aerospace Sector

November 5, 2009

Greensboro, North Carolina

While the trend towards sustainable manufacturing practices grows, so do its implications for U.S. global competitiveness and firm profitability. Join us to learn more how aerospace manufacturers in the Greensboro area have implemented sustainable manufacturing practices.

For more information and registration please visit:
www.export.gov/eac/show_detail_trade_events.asp?EventID=29875

For a complete listing of worldwide trade shows, events, and online webinars please visit the Trade Events Listing on export.gov

www.export.gov/eac/trade_events.asp

TRADE MISSIONS

Executive Trade Mission to Algeria and Libya

February 17-22, 2010

Application deadline: November 12, 2009

Vast capital reserves and ambitious infrastructure projects put Libya and Algeria among the world's most promising markets for U.S. exporters. The Department's first executive trade mission to Algeria and Libya will promote U.S. products and technologies in a range of best prospects sectors.

For more information and registration please contact: Lisa Huot at northafricamission@mail.doc.gov

Aerospace Executive Service Trade Mission at the Singapore Air Show

February 1-4, 2010

Registration deadline: December 11, 2009

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. For more information and registration please visit: www.buyusa.gov/eme/sa.html

Register Now!

Register early to secure your company's spot at these upcoming trade shows:

2010 International CES

Las Vegas, NV 1/7/2010- 1/10/2010

International Builders' Show 2010

Las Vegas, NV 1/19/2010- 1/22/2010

Graphics of the Americas (GOA)

Miami, FL 2/25/2010- 2/27/2010

— WEBINARS —

The New European Regulation on Cosmetics Products

October 29, 2009

11:00 am- 12:30 pm EST

Registration: \$50

The U.S. Department of Commerce's Commercial Service office at the U.S. Mission to the EU and the Commercial Service Global Europe Team are organizing this webinar to inform U.S. exporters in the cosmetic industry of the changes in the revised EU Cosmetics Regulation, and how to comply with the new rules.

For more information and registration please visit: www.export.gov/eac/show_detail_trade_events.asp?EventID=29836

Exporting to South America- Best Prospects in Argentina, Uruguay, Chile, Peru, Ecuador, Colombia, and Venezuela

November 16, 2009

11:00 am- 12:00 pm EST

Registration: \$45

This webinar offers an excellent opportunity for new and experienced exporters to learn about seven different markets in South America.

For more information and registration please visit: www.buyusa.gov/westvirginia/twws.html

Census' Foreign Trade Regulations Webinar Series

October 27, 2009- *Filing Requirements*

October 29, 2009- *Export Commodity Classification*

November 3, 2009- *AES Overview*

November 5, 2009- *How to Use PCLink*

November 10, 2009- *SSN Rule*

Registration: \$50 per webinar

Learn about the Foreign Trade Regulations, which are mandatory when exporting products overseas. This webinar series, presented by Census, will talk about the legal requirements, filing requirements, the USFPI, types of shipments, filing timeframes and exemptions of the foreign trade regulations.

For more information and registration please visit:

[www.census.gov/foreign-](http://www.census.gov/foreign-trade/aes/meetingsandpresentations/index.html)

[trade/aes/meetingsandpresentations/index.html](http://www.census.gov/foreign-trade/aes/meetingsandpresentations/index.html)

SO HOW INTERNATIONAL ARE YOU?



Last month's question: one country contains both the highest and lowest points of South America. Can you name the country and the points?

Answer: Argentina with Mt. Aconcagua- 22, 834 feet, and the Valdes Peninsula- 131 feet below sea level

This month's question deals with one of the greatest architectural feats ever accomplished. The world's largest pyramid stands 177 feet tall and covers 15 acres of land. Where is it?



The U.S. Commercial Service is the trade promotion unit of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade specialists in 107 U.S. cities and in more than 80 countries work with small- and medium-sized businesses to help them get started in exporting or increase their sales to new global markets. For more information please visit: www.trade.gov/cs



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