

TRADE WORLD

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



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— NEWS —



**THE AMERICAS
 COMPETITIVENESS
 FORUM**
Promoting Prosperity
 and Economic Opportunity

Secretary of Commerce Gary Locke will be attending the annual Americas Competitiveness Forum (ACF) in Santiago, Chile September 27-29, 2009. The ACF will bring together professionals from the public and private sectors, as well as academia to promote trade between the countries of the hemisphere. The presid-

ents of Brazil, Chile, Guatemala, and the Dominican Republic are expected to be in attendance. The conference will focus on energy and the environment, financing in times of crisis, supply chain strategies, entrepreneurship and workforce development. This is the third ACF. The previous two were held in Atlanta, GA.

For more information please visit: www.trade.gov/competitiveness/acf/

BIS UPDATE

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

- Changes to Cuba restrictions
- Revisions to certain end-user controls

U.S.– INDIA CEO FORUM

The U.S. Department of Commerce has opened the recruitment period for U.S. companies to apply for private sector membership in the U.S.-India CEO Forum, which is expected to meet in November 2009. The CEO Forum consists of CEOs of U.S. companies that are doing business in India and gives them the opportunity to lend their expertise on how to strengthen the commercial relationship between the U.S. and India.

To find out more and to apply please visit the *Federal Register* notice at: edocket.access.gpo.gov/2009/E9-21696.htm



INTERNATIONAL
TRADE
 ADMINISTRATION

FOLLOW THE ITA

You can now find the U.S. Department of Commerce International Trade Administration (ITA) on Facebook and Twitter. Keep up-to-date with commercial news, participate in discussions and view upcoming trade events by visiting www.twitter.com/TradeGov and www.facebook.com/TradeGov

MARKET OF THE MONTH: CHINA

With a booming economy and growing middle class, China remains the largest foreign market for U.S. products. Currently, China-U.S. trade counts for \$409.2 billion. The Chinese government's recent \$585 billion stimulus plan creates many opportunities for U.S. companies in the infrastructure, healthcare, and clean energy industries, among others. Ninety-five percent of the stimulus money is allocated for projects in the regions outside Beijing, Shanghai, and Guangzhou, creating further opportunities in these emerging markets.

Best Prospects:

- Infrastructure: railroad and subway technology, railway inspection and measuring systems, and refrigeration technology.
- Clean Energy: water sanitation, garbage recycling, water anti-pollution, energy-saving, and clean-energy projects
- Healthcare: pharmaceutical and medical products and hospital management systems

For more information please visit: www.export.gov/china

NEW MARKET RESEARCH REPORTS

Singapore: Major Projects

- The Government of Singapore is increasing investments in infrastructural projects throughout the country. Many opportunities exist in industries ranging from construction to information technology.

India: Opportunities in Indian auto components sector (APS)

- The automobile industry in India, with the world's fastest growing passenger car market, has caused steady growth in the auto components sector. The best prospects are in all technology focused products for OEM segment.

Colombia: Safety and Security Industry (SEC)

- Since 1994, Colombia's safety and security sector has boasted an average annual growth rate of 15 percent. In the security equipment sub-sector the highest market demand lies with Closed Circuit Television cameras. Additionally, many opportunities lie in the security services sub-sector.

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

— 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

AROUND THE NATION, ACROSS THE WORLD

Successful Small Business Export Strategies:

Eight-City "Exports Live!" Seminar Series

New York: October 5, 2009; Boston: October 6, 2009

Miami: October 26, 2009; Houston: October 27, 2009

Detroit: November 9, 2009; Chicago: November 10, 2009

Los Angeles: November 16, 2009; Seattle: November 17, 2009

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/

Dueling Tigers: China and India- Mega Market Opportunities and Challenges

InterContinental Hotel, Miami, FL

October 15, 2009

Registration: \$195

The U.S. Commercial Service and the China Business Information Center are hosting this informative seminar to equip U.S. businesses with the tools they need to capitalize on the many opportunities in the growing markets of China and India. Specialists will be focusing on market-entry strategies, Intellectual Property Rights, locating partners, trade financing, and much more.

For more information and registration please visit:

www.buyusa.gov/asianow/duelingtigers_florida.html

EXPANDING HORIZONS: An Overseas Private Investment Corporation Event for Women and Minority-Owned Businesses

St. Louis Union Station Marriott, St. Louis, MO

October 22, 2009

Registration: \$50

The Overseas Private Investment Corporation (OPIC) is hosting an event to address the unique challenges that women and minority-owned businesses face when expanding internationally. Speakers will include business professionals with overseas experience, government officials, and international bankers.

For more information and registration please visit: www.opic.gov

4th Annual International Trade Conference 2009 Topic: Selling to the Middle East and North Africa

Cintas Center, Cincinnati, OH

October 22, 2009

Registration: \$75

Learn how to take advantage of the opportunities in the dynamic markets of the Middle East and North Africa. Experts from the U.S. Department of Commerce, the USTR, the U.S.-Saudi Business Council, and leading international companies will host sessions on a variety of topics, such as free trade agreements, market access, employment considerations, and export financing.

For more information and registration please visit: www.buyusa.gov/cincinnati/cincyconference.html

U.S. and Sub-Saharan Africa: Partners in Aviation Conference

Westin Peachtree Plaza Hotel, Atlanta, GA

October 26-28, 2009

Registration: \$500

Come learn from government experts about Sub-Saharan Africa's upcoming investments in aviation safety and security as well as the many project opportunities in the aviation industry. In addition to the conference, a special *Airside Tour* of Hartsfield-Jackson Atlanta International Airport will be offered to African Delegates and U.S. participants. Pre-register by October 16, 2009 for the tour.

For more information and registration please visit: www.trademeetings.com/ssMeetingDetails.asp?meetingId=203

**HAVE FOREIGN BUYERS SEE YOUR
COMPANY IN COMMERCIAL NEWS
USA, EXPORT PROMOTION
MAGAZINE!**

For more information please visit: www.thinkglobal.us

International Business Association– Global Certified Trade Mission to Indonesia

October 30, 2009– November 6, 2009

IBA Global is organizing a Certified Trade Mission to Indonesia for U.S. businesses that offer innovative products, services, and technologies. The Mission is supported by the U.S. Commercial Service in Jakarta, Canada and in Ontario, California.

For more information and registration please visit: www.ibaglobal.org/news.html

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

Green Building Road Show

Pittsburgh: November 2, 2009

Denver: November 4, 2009

San Jose: November 6, 2009

San Francisco: November 9, 2009

Phoenix: November 10, 2009

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

Register Now!

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

Power-Gen 2009

Las Vegas, NV 12/8/2009– 12/10/2009

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

— WEBINARS —

The Publishing Industry in Southeast Asia

September 22, 2009

8:30– 10:00 p.m. EDT

Registration: \$35

The U.S. Commercial Service Publishing Team is hosting this interactive webinar on the new publishing opportunities in Singapore, Thailand, and the Philippines. Learn market strategies from a panel of experts live from Asia.

For more information and registration please visit:

www.export.gov/eac/show_detail_trade_events.asp?EventID=29698

Caribbean Webinar Series: Bahamas

September 23, 2009

2:00-3:00 p.m. EDT

Registration: \$35

Robert Jones, U.S. Commercial Counselor for the Caribbean Region, will be the guest speaker for this fourth Caribbean webinar about exporting to The Bahamas. Participants will learn about The Bahamas' market, key industry sectors, growth trends, and legal aspects of international business.

For more information and registration please visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9QAK>

Renewable Energy Opportunities in Asia

September 23, 2009

8:30– 10:00 p.m. EDT

Registration: FREE

This free webinar will provide information about the opportunities in Asia for U.S. renewable energy companies.

For more information and registration please visit:

www.buyusa.gov/utah/renewableenergy.html

Export Financing Solutions– Top Strategies for Success in Today's Global Markets

September 30, 2009

1:00– 2:00 p.m. EDT

Registration: \$45

The U.S. Commercial Service, Comerica Bank, and the Export-Import Bank of the U.S. are offering this one-hour webinar on trade finance solutions. They will be discussing economic conditions, trends and opportunities, financing solutions, and keys to success in export financing.

For more information and registration please visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9QAS>

Green Build & Renewable Energy Opportunities in Italy

October 1, 2009

12:00– 1:30 p.m. EDT

Registration: FREE

Learn about the green building and renewable energy market in Italy and the events and services available to support market entry. Experts will be instructing on market trends, regulations, standards and emerging opportunities.

For more information and registration please visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=000G>

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

SO HOW INTERNATIONAL ARE YOU?



Test your (or your co-worker's) global knowledge with this world trivia quiz. In every issue of *Trade World* there will be a new question. The answer will be printed in the following month's issue along with the next question. So, grab your passport and see how international you really are!

This month's question deals with South America, a region of great geographic diversity. One country contains both the highest and lowest points of South America.

Can you name the country and the points?



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