

THE WHITE HOUSE
WASHINGTON

The Office of Public Liaison invites you to join

Steven Preston
Administrator, U.S. Small Business Administration

for a Conference Call on

The Benefits of a U.S.-Colombia Free Trade Agreement to Small Business

The call will be held on

Wednesday, March 5, 2008 at 4:00 P.M. (EST)

This invitation is non-transferable and only those who are invited will be allowed participate.

The Call-in number is **(800) 288-8960**

Please be sure to reference White House Conference Call on the Colombia Free Trade Agreement to the operator.

Please RSVP to **Nathan Lerman** at NLermanIntern@who.eop.gov by 12:00 PM Wednesday, March 5.

Meredith Davis
Senior Advisor
Office of the Administrator
U.S. Small Business Administration
Washington, DC 20416
(202) 205-6892
meredith.davis@sba.gov

PHILADELPHIA UNIVERSITY

Office of Continuing and Professional Studies announces:

Breaking Into the Trade Game

A Six-Week Course for Business Leaders

Dedicated to Maximizing Their Companies' Sales

Offered in conjunction with the U.S. Export Assistance Center

Take advantage of this opportunity to learn how to move, think and act in the global marketplace. Whether you are just starting to think about exporting or have years of

experience, this course will give you the tools and confidence necessary to succeed. You'll also learn about the free county, state and federal Government programs designed to help your company grow through exporting.

This exclusive training program has been carefully designed to give you the skills, strategies, insights and network of contacts necessary to expand your sales through exporting.

The course material will be taught over six sessions and will include insights and expertise from various international trade experts. Course activities and discussions will focus on developing a strong foundation for beginning and intermediate exporters.

LOCATION:

Philadelphia University, **Bucks County Campus**
4800 E. Street Road
Trevose, PA 19053

Tuition: \$300.00

Six Week course: April 15, 2008 to June 24, 2008, 9 a.m. - 3:30 p.m.

Date:	Topic:
April 15	Making the Export Decision
April 28	Making the Connection: Selecting the Best Markets
May 13	Transporting Goods Internationally
May 27	Legal Issues for Exporters
June 10	Financing and Payment Options
June 24	Cross-Cultural Communications

For more information or to register, please contact:

Office of Continuing and Professional Studies
School House Lane & Henry Avenue
Philadelphia, PA 19144-5497
215.951.2900

evening@PhilaU.edu

www.PhilaU.edu/continuinged



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Please visit our web site and explore our recent changes and updates in the following areas:

Important Developments:

<http://www.gattiassociates.com/CM/Custom/TOCImportantDevelopments.asp>

[CBP Announces C-TPAT Program's Accomplishments for 2007](#)

[Dominica Officially Joins ALBA Trade Pact](#)

[EC Cites Bulgaria and Romania for Failing to Crack Down on Corruption](#)

[EU Working Toward Establishing FTA with Association of Southeast Asian Nations](#)

[India Prevails in WTO Dispute with U.S. Over Wines and Spirits](#)

[Thousands in Mexico Protest NAFTA](#)

[U.S. to Enter into Trade Negotiations with P-4 Countries](#)

[Ukraine Invited to Become 152nd Member of the WTO](#)

[BIS Announces That AES Reporting Requirements Will Change for EAR Licensing Exceptions](#)

Practical Information:

<http://www.gattiassociates.com/CM/Custom/Custom2574.asp>

Articles: <http://www.gattiassociates.com/CM/Custom/TOCArticles.asp>

Resource Links:

<http://www.gattiassociates.com/CM/Custom/TOCResourceLinks.asp>

We update our web site daily! Please visit our site frequently for the most current information in the international trade industry. Additionally, feel free to forward our site to your colleagues so that they can subscribe online to our web site updates at <http://www.gattiassociates.com/CM/ClientResources/ClientResources1496.asp>. We welcome all comments, criticisms and observations about our site via e-mail to esimons@dilworthlaw.com Thank you and enjoy!

Business Opportunities Created by Expansion of Nuclear Power

Date: Friday, February 29, 2008
Location: Exelon Generation Corporation
200 Exelon Way, Kennett Square, PA 19348
Time: 7:45 a.m. - 9:30 a.m.

Energy Efficiency for Businesses:

An Overview of Best Practices to Help Reduce Energy Costs

Date: Friday, March 7, 2008
Location: Chester County Economic Development Council
737 Constitution Drive, Exton, PA 19341
Time: 7:45 a.m. - 9:30 a.m.

Cutting Fuel Use with Solar Hot Water

and Comparisons to Other Energy Saving Strategies

Date: Friday, March 14, 2008
Location: Chester County Economic Development Council
737 Constitution Drive, Exton, PA 19341
Time: 7:45 a.m. - 9:30 a.m.

To register or learn more about the workshops, please contact Leslie Holmes at:

lholfmes@cceconomicdevelopment.com

You are receiving this email from World Trade Center Delaware because you purchased a product/service or subscribed on our website. To ensure that you continue to receive emails from us, add rfaber@wtcde.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us.

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EXPORT OPPORTUNITIES FOR THE BRAZILIAN MARKET

Friday, April 4, 2008

Upcoming Events

International Business Certificate Series Spring 2008

Session I:
ABC's of Importing/Exporting
April 9, 2008

Speaker: **John A. Pastor**
State of Delaware, OMB

Session II:
**International Transactions:
Methods of Payments**
April 16, 2008

Speaker: **Michael Thompson**
HSBC

Session III:
**IncoTerms
Export/Import Procedures & Documentation**
April 22, 2008

Speaker: **Elliott Smith**
Kintetsu World Express

[Download Flyer](#)

[Register Online](#)

Speaker:

Jefferson Oliveira

Commercial Specialist

United States Commercial Service -
Sao Paulo, Brazil

Mr. Oliveira works for the USCS in Brazil as a Commercial Specialist and has worked with the Health Technologies/Life Sciences industries for over seven years. Prior to his work with the USCS he worked for major pharmaceuticals in Brazil. He is highly knowledgeable in questions of regulations and registration procedures for entering Brazil, and is also the U.S. Department of Commerce's main point of contact for many industry shows including Hospitalar, the second largest medical trade show in the world, and the International Dental Show in Sao

Paulo.

Why Brazil?

In 2006, Brazilian medical equipment imports increased by 12% and reached US \$1.8 billion.

Brazil is one of the most promising countries for biotechnology. Home to almost 20% of the world's genetic and chemical biodiversity, Brazil is internationally recognized for its scientific competence in health and agricultural research.

There are few high-quality Brazilian manufacturers of advanced medical products so Brazil's reliance on imports should continue to grow for some time.

The Brazilian pharmaceutical industry is in expansion, representing a total market value of US \$11.3 billion in 2006. It is among the 10 largest pharmaceutical markets in the world.

Opportunities for US firms to export raw materials to Brazil are abundant. Approximately 85% of the raw materials used in the production of generic drugs in Brazil are imported.

When: Friday, April 4, 2008

Time: 9:00 - 11:30 am

Location:

Small Business Development Center



One Innovation Way, Ste 301
Newark, DE 19711

[Download Flyer](#)

[Online Registration](#)

Advance Registration is required.

Please RSVP no later than Wednesday,
April 2, 2008.



Rebecca C. Faber
World Trade Center Delaware

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web: <http://www.wtcde.com>

World Trade Center Delaware | 702 West Street | Wilmington | DE | 19801

PRESS OFFICE

Release Date: February 22, 2008	Contact: Cecelia Taylor (202) 401-3059
Release Number: 08-15	Internet Address: http://www.sba.gov/news

SBA Kicks Off National Entrepreneurship Week

February 23-March 1, 2008

WASHINGTON - The U.S. Small Business Administration will take part today in the kick-off of National Entrepreneurship Week to celebrate entrepreneurial education and youth entrepreneurship.

National Entrepreneurship Week celebrates the heritage of American entrepreneurship, its creativity and innovation, as well as efforts to encourage and prepare the next generation of business owners and leaders.

The SBA has teamed with the Consortium for Entrepreneurship Education (CEE) to cosponsor the second annual kickoff celebration by bringing an “entrepreneur tour” to Howard University and the George Washington University in Washington, D.C. The tour – aimed at connecting young people to the possibilities of entrepreneurship – will bring together aspiring student-entrepreneurs from area business schools, entrepreneurial centers and local chamber of commerce. The day’s activities include speed networking, workshops on generating business ideas and starting and running a business, as well as presentations by successful young entrepreneurs and business leaders.

The Consortium for Entrepreneurship Education is a national membership organization composed of more than 90 agencies and institutions supporting entrepreneurship education. Their common mission is to infuse students with the entrepreneurial mindset while encouraging their members to work together to create educational opportunities which will meet the demands of a global economy.

SBA Administrator Steve Preston will speak at a Capitol Hill for National Entrepreneurship Week reception Tuesday night, Feb. 25.

On Feb. 27, the Youth Entrepreneurship Strategy Group (YESG) will host a public policy briefing on youth entrepreneurship during a breakfast at the Aspen Institute in Washington. Anoop Prakash, SBA Associate Administrator for Entrepreneurial Development, will give remarks. YESG’s mission is to ensure that youth from all backgrounds have access to higher education and opportunities to explore their potential as future business owners.

The YESG team consists of national leaders from the fields of education, entrepreneurship, public policy, media and philanthropy. Launched in 2006, YESG was formed through a partnership with the Aspen Institute, E*TRADE FINANCIAL, and the National Foundation for Teaching Entrepreneurship (NFTE).

“The SBA welcomes this opportunity to support entrepreneurship education to prepare today’s youth to become future business leaders,” said Preston. “During this week-long event students around the country will have a chance to see, perhaps for the first time, that it is possible for them to run a successful small business, and that the SBA stands ready to help them achieve their entrepreneurial goals.”

For more information on National Entrepreneurship Week events across the country, visit the

Web site at <http://www.nationaleweek.org/>.

Co-sponsorship Authorization # 08-0630-32. SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Cathy Ashmore, CEO, Consortium for Entrepreneurship Education, cashmore@entre-ed.org.

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SEC Launches Online "Financial Explorer"

Following in the Securities and Exchange Commission's (SEC) quest to increase the ease and accessibility of public company financial data, the agency recently announced the launch of the "Financial Explorer," an online service that will allow investors and companies to more easily access and analyze a company's financial data.

The "Financial Explorer" uses the eXtensible Business Reporting Language (XBRL), heralded by the SEC as the future of financial documents. XBRL offers users interactive data, meaning a company's performance can be more easily analyzed, studied and compared.

"XBRL is fast becoming the universal language for the exchange of business information and it is the future of financial reporting," said Chairman Cox. "With Financial Explorer or another XBRL viewer, investors will be able to quickly make sense of financial statements. In the near future, potentially millions of people will be able to analyze and compare financial statements and make better-informed investment decisions."

The explorer is open-source, meaning it's open to the public free of charge. The SEC claims that, while other open-source software uses adjusted or aggregated data, the data on the explorer is near real-time and represents the actual data submitted to the SEC by the companies according to U.S. generally accepted accounting principles (GAAP).

For more information on the "Financial Explorer," visit the SEC's website at

www.sec.gov.

Jacob Barron, NACM staff writer

BISNIS: 16 Years of Achievements

By Philip H. de Leon, BISNIS Director

2008 marks the 16th year of operation of BISNIS so I would like to reflect on some of the achievements of BISNIS by writing a few words about its support to small businesses, its staff, its use of technology, its team spirit, its promotion of American corporate values, and its intangible results and then conclude by mentioning a few lessons learned and making a few suggestions.

BISNIS and Small Businesses

As explained by the Small Business Administration (SBA): "the importance of small businesses (independent businesses having fewer than 500 employees) to the country is clear: there have been more than seven million new American jobs created in just over three years, more than all the other industrialized nations combined. Two-thirds were created by small business." Numbers compiled by SBA show that small businesses "employ half of all private sector employees, pay more than 45 percent of total U.S. private payroll, have generated 60 to 80 percent of net new jobs annually over the last decade and made up 97 percent of all identified exporters and produced 28.6 percent of the known export value in FY 2004."

BISNIS is proud to have helped tens of thousands of small businesses, as well as larger ones, at nearly every stage of their project or transaction with a flexible model of support, sharing insider contacts and expertise and showing a constant willingness and ability to bring people together through knowledgeable introductions and encouragement.

BISNIS and its staff

For those of you who have worked with us, you all know that what made BISNIS special is its staff. BISNIS was fortunate to be led by strong personalities that directed our organization with unfaltering determination (can do attitude) and a unique dedication to customer service: Linda Nemec, Anne Grey, Trevor Gunn and Tanya Shuster. They also were blessed to work with equally determined and committed staff, both in Washington, D.C. and in Eurasia, all fostering a strong private sector spirit.

At its peak BISNIS was present in 10 countries and 10 Russian cities and had a staff of 35. In just a few years, the Department of Commerce via BISNIS ended up having the most comprehensive network of representatives ever assembled in Eurasia. That well-integrated and efficient operation was consistently compiling commercial information on market opportunities, becoming a unique

and often sole source of information for U.S. companies as well as other U.S. government agencies, universities, think tanks, and even Eurasian embassies!

Rapidly, BISNIS evolved into a very organized and focused institution, tasking its overseas staff with the responsibility of writing practical industry and regional market reports, compiling commercial news updates, identifying promising local companies interested in finding an American partner or a supplier of U.S. goods and services. The BISNIS overseas representatives became more than just promoters of U.S. companies, they acted as good-will ambassadors, bridging two very different worlds and bringing businesspeople together by dispelling stereotypes, misconceptions and the apprehension of doing business with far away countries. BISNIS became more than just an information clearinghouse, but a true matchmaker.

With a solid staff, BISNIS started to perform outreach throughout the United States, sending D.C. based International Trade Specialists to speak at conferences or special events focusing on Eurasia. On a regular basis, overseas staff would be brought to the U.S. to participate in these events. Similarly, the D.C. and Eurasian staff would travel in Eurasia to do the same. Hundreds of U.S. and Eurasian cities have been visited. More than once were we told "you are the first American I see" or to our Eurasian representatives "you are the first Tajik we see."

BISNIS and technology

In the early days, BISNIS was mostly a phone line and a fax machine. Phones were ringing constantly and information on the "Newly" independent states was mailed in large envelopes or accessible via Flashfax where documents on focused topics could be retrieved by fax by choosing a specific document number.

Soon, BISNIS launched a website that rapidly became the most comprehensive website on doing business in Eurasia and was recognized multiple times as Best of the Web by Forbes Magazine. Today the web site hosts thousands of practical documents on how to do business in Eurasia, including some network wide reports on how to finance deals in Eurasia, on the telecommunications sector, on certification, transportation of goods, etc.

The BISNIS website was associated with an email broadcasting system where documents would not only be posted on the website, but also emailed to specific email groups BISNIS clients would have subscribed to.

BISNIS was amongst the first to actively use audio-video tools as an image is worth a thousand words. Armed with simple camcorders, BISNIS interviewed businesspeople and foreign officials, taped events and facilities, etc., opening a window onto a world that was very unfamiliar to the U.S. business community. See: www.bisnis.doc.gov/av/

Lately, BISNIS has continued exploring new tools to reach out to clients by conducting webinars (web based seminars), allowing companies not based in the D.C. area to attend virtual events (see: www.bisnis.doc.gov/bisnis/isa/docs/0703ChemEvent.cfm).

More recently, BISNIS has been adopting RSS Feeds technology. RSS is a format that allows websites to syndicate information that changes frequently.

BISNIS and its team spirit

Just like Belgium, BISNIS is small and it could have used the same motto: L'union fait la force (Strength through unity) to characterize its way of thinking.

Throughout the years, BISNIS has been a team player, traveling, organizing

events, and working very closely with other Commerce colleagues, both domestically (U.S. Export Assistance Centers, Eurasia experts such as Susanne Lotarski and Jack Brougher) as well as internationally (Foreign Commercial Service), State, Treasury and Energy Department; other government agencies such as Ex-Im Bank, Overseas Private Investment Corporation (OPIC), the U.S. Trade Development Agency (TDA), and the Millennium Challenge Corporation (MCC). BISNIS also has a memorandum of understanding with the European Bank for Reconstruction and Development (EBRD) on joint promotion and collaboration, worked with multilateral development banks, world trade centers, non-profit organizations, visitors programs, rotary clubs, sister cities, foreign embassies, multipliers such as American Chambers of Commerce, etc.

Independent but still promoting American corporate values

Sometimes U.S. agencies working overseas are looked upon with suspicion. I fondly remember my overnight stop in Temnikov, Mordovia (Russia) where I showed up with an 80 pound red suitcase and within half an hour of my arrival had a local FSB officer knocking on my door, asking if I was the American with the red suitcase and checking my passport trying to understand why in the world was I there.

BISNIS never had a secret agenda, nor were we ever told to advance foreign policy goals. This being said, BISNIS did promote business principles such as rule of law, good governance, business ethics, and any corporate values and principles that would improve the business climate and enable business people to speak the same language.

Corruption is without any doubt a dark side of doing business we relentlessly fought. The Foreign Corrupt Practices Act forbids corruption of foreign officials and the simple act of giving a bribe opens a floodgate of problems beyond legal implications. Transparency International mentions that "corruption constitutes a major obstacle to democracy and the rule of law and that it hinders the development of fair market structures and distorts competition, thereby deterring investment" while the World Bank adds that "Corruption weakened public service delivery, misdirected public resources, and deterred new investments. Overall, it exacerbated poverty and human suffering."

In parallel, we have pushed Eurasian companies to be more transparent re. their activities and what they had to offer if they were serious about attracting an American investor or partner. In the process, we had to understand and convey back to the U.S. companies the local reality. The fear of tax authorities for instance is one reason why many small and medium sized companies prefer to keep a low profile and become suspicious when asked too many questions.

Similarly, we worked closely with some of the embassies to tell them about what information was needed from them. Just a few years back, obtaining a visa application form off the internet was not a given. The simple fact that all the Eurasian embassies have now a website is a great leap forward. Today, many contain practical information that we asked of them for years.

Intangible Results

Though BISNIS's successes have mostly been measured with dollar figures of export and investment success stories, there are many things BISNIS did that few know about but that are worth mentioning at least once.

- Heart to Heart

Heart to Heart, is a non-profit organization based in Oakland, CA that strives to make heart surgery accessible to all children of Russia. Heart to Heart

provides free medical services, extensive training and education, and medical supplies to sponsored hospitals in Russia with the goal of creating self-sustaining heart centers. BISNIS representatives both in Washington, DC and in Russia helped Heart to Heart conduct site assessments in several Russian cities to determine where to replicate its successful St. Petersburg operations. After 20 years, Heart to Heart has five heart programs, in St. Petersburg, Samara and Tomsk, and is actively looking to launch a new site this year. In 2007 alone, over 1,000 children were operated on at Heart to Heart-sponsored sites. The total number of Russia children who have undergone heart surgery at Heart to Heart sites is over 5000, and this annual figure continues to grow exponentially.

- Multipliers

In spite of the huge potential of the Eurasian market, it remains a tough sale in the United States. As a result, BISNIS has been very active in supporting local multipliers' efforts to organize events by posting information on the BISNIS website, sending email broadcasts and identifying potential speakers. You may, as a result, have attended Roza Simkhovich's event (University of Arizona - <http://russian.arizona.edu/annualbizconf.htm>) in the fall in Tucson, AZ or Helen Teplitskaia's Golden Galaxy Awards (American-Russian Chamber of Commerce and Industry - www.arcci.org) in December in Washington, DC, or Bob Pace's Annual Meeting (American-Uzbekistan Chamber of Commerce - www.aucconline.com) in June in Washington, DC.

- Non-proliferation of weapons and technologies of mass destruction

BISNIS contributed to the efforts to prevent the proliferation of weapons and technologies of mass destruction. Through collaboration with the International Science and Technology Center (ISTC - www.istc.ru) and the United States Industry Coalition (USIC - www.usic.net) that work to facilitate technology commercialization, BISNIS assisted in giving visibility to the commercial leads they had identified. Both organizations work with former Soviet Union scientists, engineers and technicians, assisting them transition their knowledge into peaceful and sustainable commercial pursuits.

- Training staff that end up in high quality positions

Over its 16 years of existence, BISNIS has seen going through its ranks a high number of extremely talented individuals. Some after BISNIS ended up working for U.S. companies such as Halliburton and Intel, for their own government such as at the Ministry of Agriculture of Georgia, for multipliers such the American Chamber of Commerce in St. Petersburg or the U.S. - Azerbaijan Chamber of Commerce, international institutions such as the EBRD, others furthered their education by going to graduate schools such as Iowa State University and Harvard.

Lessons Learned and a Few Suggestions

The BISNIS experience has clearly demonstrated that a governmental office can be professional, responsive and effective. Many times we had clients surprised we would not only call them back, but would do so within the hour of their call. BISNIS has constantly learned from the feedback it received, adapting its services to the always-evolving needs of its clients. One of the key to BISNIS's success is the relative independence it enjoyed throughout its existence, enabling it to quickly implement new ideas without having to go through a debilitating clearing process.

BISNIS played a key role as a clearinghouse for practical commercial information but also contact information. What I have observed is a lack of knowledge about available governmental resources (federal or state). Also many companies tend to ask for advice but end up not following them. The most successful BISNIS clients we had would be in touch with us once in a while to update us on their activities and needs, enabling us to share the most up-to-date information we would have on financing tools, upcoming events, names of U.S or foreign officials to contact, etc.

In spite of the educational role BISNIS has indirectly played, misconceptions and a lethargic approach when it comes to exploring export and investment markets have led U.S. companies to miss out on opportunities while European, Chinese, Indian, Turkish and now Russian and Kazakhstani companies are fully engaged. Why is Russia considered too "dangerous" for U.S. firms while it is considered by foreign companies and investors as one of their most rewarding and promising markets (see 2006 International Investment Survey at: www.pbnco.com/eng/news)? If some U.S. firms consider Moldova as too small a market, then why is a famous U.S. health & beauty products company present? If Azerbaijan and Kyrgyzstan are too risky then what fueled the over 30% GDP growth in Azerbaijan in 2006 and why did an American Chamber of Commerce open in Bishkek in 2005?

To conclude, I want to thank all our U.S. Ambassadors, Deputy Chiefs of Mission and embassy & consulate colleagues for their support throughout the years. I also want to thank the 12 embassies of Eurasia for their friendship and accessibility so that no topic would be off limit.

But most of all I want to thank the BISNIS clients who contributed to the success of the BISNIS program by working closely with us in trying to achieve commercial success in the challenging markets of Eurasia.

The International Trade Administration's Office of Public Affairs has just published a new issue of the ITA's newsletter, "International Trade Update."

"International Trade Update" is published monthly and is available on the ITA's Web site – www.trade.gov -- in both screen-readable (HTML) and downloadable (Adobe Acrobat) versions.

INTERNATIONAL TRADE UPDATE

February 2008

In this issue:

(Click for entire issue in [PDF](#) or [HTML](#))

[A Year of "Significant Achievement" in International Trade Foreseen](#)

Christopher A. Padilla, the new under secretary of commerce for international trade, answers questions about the global economy, free trade, and opportunities for U.S. exporters.

[Clean-Energy Trade Mission Opens Opportunities in Two Important Markets](#)

A 10-day trade mission to China and India in January gave 17 U.S. companies the opportunity to promote their products and services in those large and growing markets.

[116 U.S. Cities Post Exports in Excess of \\$1 Billion](#)

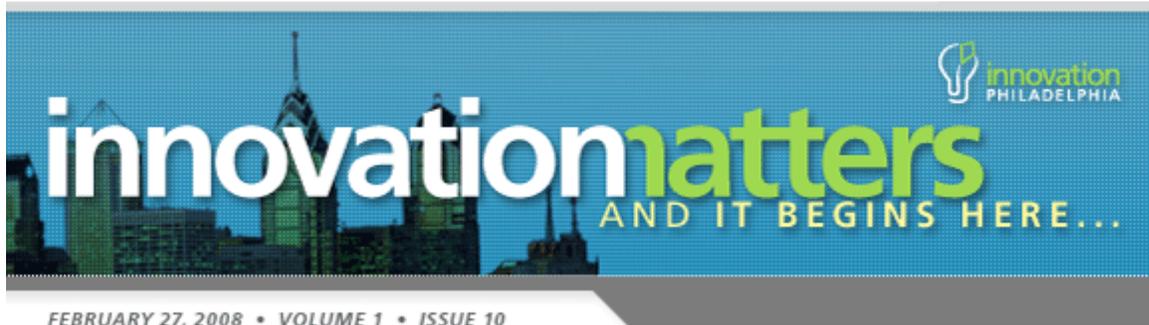
A new data series compiled by the International Trade Administration's Manufacturing and Services unit shows the importance of exports to regional economies.

[Short Takes—News from the International Trade Administration:](#)

United States and Russia Sign Agreement on Uranium Sales
Economic Benefits Seen in Production of Cellulosic Ethanol
Support for Bilateral Investment Treaties Voiced by President's Export Council

[International Trade Calendar](#)

[Featured Trade Event: Trade Winds Europe—Business Development Forum](#)



[The Insider: Philadelphia: 'Home to the Country's Most Talented Communications and Marketing Professionals'](#)

*Innovation Philadelphia's new study Creative Footprint, has uncovered particular strengths within the following industry sectors: Software Development; Communications and Marketing; Architecture, Engineering and Planning; Graphic and Visual Arts and Multimedia Design; Product and Merchandising Design; and Information Technology. Over the next six issues, Innovation Matters is taking an in-depth look at the big six, and here is what we've found about **communications and marketing**:*

The Philadelphia Region's communications and marketing industry sector's economic impact on the Philadelphia Region is **\$5.4 billion annually**. Communications and marketing is the largest for-profit, creative industry in the Philadelphia Region, employing **67,300 workers** with **average annual wages of \$55,800**. Communications and marketing firms comprise nearly 25% of all creative industry employment in the Philadelphia Region.

The Philadelphia Region's communications and marketing industry - defined in *Creative Footprint* as all industries/occupations relating to fields such as journalism, advertising, public relations, broadcasting, publishing, promotion, marketing and consulting - houses impressive highly-skilled employees. From 2003-2005, communications and marketing occupational employment grew by 19.7%. The region's communications and marketing employment growth in recent years sets the stage to enhance Philadelphia's reputation as a hub for communications and marketing.

[» Read the full story](#)

[Innovation Spotlight: Marketing Buzz in the Philadelphia Region](#)



Innovation Philadelphia spotlights regional creative industry entrepreneurs, young professionals making an impact on the Philadelphia Region, or innovative initiatives that showcase the tremendous innovative and creative talent driving Philadelphia's economy.

February's spotlight on creativity is local entrepreneur, Tina Wells. At age 16 Tina founded Buzz Marketing Group (then called "The Buzz"), a youth marketing agency specializing in research, events and promotions. While her peers were going to the movies and the mall, Tina began writing reviews on companies and their products. Tina realized the obvious disconnect between teens' desires and companies' misdirected outreach and developed an inventive and creative strategy to forge the gap.

Tina has been honored as a young professional, with honors including being named on Essence Magazine's 40 Under 40 Award, Billboard's 30 Under 30 Award and AOL's Black Voices Top 10 Black Female Entrepreneur's Award.

[» Read More](#)

Opportunities Abound: Career Advice and Insights from Leading HR Professionals

Calling all young professionals! Join Innovation Philadelphia on Thursday, March 20 at World Cafe Live (3025 Walnut Street, Philadelphia) from 5:30-7:30 p.m. Connect with the Philadelphia Region's leading HR representatives to gain career advice on future career paths, changing career directions, the types of high-demand career opportunities available in the region and specific opportunities available at regional companies. With a world-class music venue as the backdrop, the stage is set to rock your career at this unique networking event. Event admission is free. Pre-registration is required.

[» Register Today](#)

In the News

[» Site lets fans track web of celebrity connections](#)

[» Britain gets creative](#)

[» Soccer becomes official in Philly tomorrow](#)

[» Artistic Nirvana](#)

Creativity and Neighborhood Development: Strategies for Community Investment Report

From the transformation of an old factory into a vibrant arts facility, to the development potential of public art and festivals, this publication offers recommendations for investment in arts- and culture-related activity as a strategy for neighborhood development.

Resulting from The Reinvestment Fund's (TRF) collaboration with the Social Impact of the Arts Project (SAIP) and the Rockefeller Foundation, *Creativity and Neighborhood Development: Strategies for Community Investment* demonstrates that arts and culture can be a key ingredient in neighborhood revitalization. The publication calls for investing in community-based creative activity, and offers investment ideas for **creativity, development and knowledge.**

[» Learn More](#)

Call For Design Proposals

The Creative Greenhouse is a Pennsylvania-based not-for-profit organization, which strives to identify and bring together those who make creativity and innovation possible for others - they call them Sparkers. A creative sparker is someone who brings out the creativity and innovation in others. Creative Sparkers celebrate the joy found in the creative process and relish new ideas and perspectives. The Creative Greenhouse's first class of Creative Sparkers will be recognized in May, 2008. They are seeking to commission an original design for an award (including the production of three awards) to commemorate their achievement. A two or three-dimensional rendering of the award plus manufacturing specifications and instructions must be submitted by April 15, 2008.

[» Learn more](#)

Your Opinion Counts

The Philadelphia Region's for-profit, creative economy, when proactively focused on as an economic development generator, will become a chief anchor in the region's future economy landscape. The Philadelphia Region's creative industry professionals were asked in a recent poll how to best grow the for-profit, creative economy. The results of the first poll are in:



What communications and marketing services does your business rely most heavily on?

[» Vote Now](#)

THE WORLD TRADE CENTER OF GREATER PHILADELPHIA AND THE CHAMBER OF COMMERCE OF SOUTHERN NEW JERSEY

present a breakfast briefing

“HONG KONG: A FULCRUM FOR BUSINESS SUCCESS IN ASIA”

TUESDAY, MARCH 25, 2008 AT 8:00 A.M. – 11:00 A.M.
DOUBLETREE GUEST SUITES • 515 FELLOWSHIP ROAD • MOUNT LAUREL, NJ 08054

Ranked by the World Bank as the fourth best business regulatory environment, Hong Kong presents numerous business opportunities for U.S. companies. Among its strengths are sound legal and banking systems, an efficient capital market, strongly enforced anti-corruption laws, and one of the lowest business tax rates in the world. In the third quarter of 2007, this market of more than 6.9 million consumers experienced an incredible 9.7% growth in private consumption expenditure over the prior year. Hong Kong offers U.S. companies a unique access to the Pearl River Delta — the “richest” region of China — accounting for nearly 10% of the country's GDP. What's more, due to the Closer Economic Partnership Agreement (CEPA) most types of products made in Hong Kong can be exported to China duty free.

To learn how your company can take advantage of Hong Kong's unique business environment, please join the WTCGP and our team of experts, as we explore such topics as:

- “Overview of Hong Kong and Its Business Environment.”
- “Hong Kong Banking System and How It Compares to That of China.”
- “Hong Kong Legal System and How It Compares to That of China.”

- “Sourcing from Hong Kong.”

This event is sponsored by Hong Kong Trade Development Council, Citizens Bank & Continental Airlines.

This event is supported by: New Jersey Commerce—Office of International Trade and Protocol Department; Southern New Jersey Development Council; U.S. Export Assistance Center, Trenton, NJ; The Marketing Difference; Greek-American Chamber of Commerce.

Admission: WTCGP members—\$50.00; non-members—\$65.00.

REGISTER ONLINE AT [WWW.WTCTPHILA.ORG](http://www.wtctphila.org)

([HTTP://WWW.WTCTPHILA.ORG/MAIN_EVENT_PAGE.ASP?CMD=DISPLAY_EVENT_DETAILS&EVENT_ID=526](http://www.wtctphila.org/main_event_page.asp?cmd=display_event_details&event_id=526)).

Hello,

Here is some news from the People's Republic of China, if you are engaged in the insurance industry and financial services and are planning to export your services. This is very recent Chinese business laws.

1. According to the decision adopted at the 25th Governor's Meeting of the People's Bank of China, the following 15 rules and regulations Provisional Administrative Rules on Foreign-funded Insurance Companies in Shanghai, Provisional Rules on the Management of Credit Funds, Rules on Micro-credit Pledged with Personal Time Savings Deposit Certificates, Provisional Rules on the Administration of Joint-venture Investment Banking Institutions, Provisional Rules on Imposing Administrative Sanctions on Officers Responsible for Serious Economic Crimes in Financial Institutions (PBC Document, Provisional Rules of the People's Bank of China on the Administration of Purchase of Gold and Silver, Rules on the Registration and Record-keeping of Large-value Cash Payments, Provisional Rules on the Treatment of Staff in the Financial System Violating Relevant Financial Rules and Regulations, Administrative Rules on Urban Cooperative Bank, Administrative Rules on Insurance Agents (Provisional), Provisional Rules on Prevention and Disposal of Payment Risks of Financial Institutions, Administrative Rules on Insurance Brokers (Provisional), Administrative Rules on Credit Pledged with Corporate Time Deposit Certificates, Provisional Rules on Fee-based Business of Commercial Banks, Provisional Administrative Rules of the People's Bank of China on Forward Foreign Exchange Purchase and Sale Business are invalidated, effective on February 2, 2008.

In addition, according to the decision of National Development and Reform Commission

(NDRC) and the People's Bank of China (PBC), Rules on Regimentation of Advanced Anti-counterfeiting Paper Manufacturing is invalidated from now on.

2. Chongqing will issue Provisional Administrative Rules on Credit Contribution of Chongqing will in 2008 to guide the contributions of Credit System for Government Policy, Government Execution and Government Supervision and Credit Information Database for Government Agency and Staff.

3. Private Attorney business is rising in Qingdao City of Shandong Province. For an annual cost at RMB2000, you can get a private attorney for yourself. The golden collars and small enterprises are becoming the main customers of private attorney. They hope the private attorneys help dealing with the Labor contract, marriage, house property, vehicle, commercial contract and various problems they meet in life.

4. Beijing Lawyers Association announced Directs of Practice Regulations on specifics of the case association of lawyer. Behaviors such as Identity veil during practice, carrying case while job hopping and rebate are interdicted. From the date February 1, 2008 the activities of all lawyers and law firms in Beijing much complied with Directs of Practice Regulations. Otherwise, they would be confronted with discipline liabilities.

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PHILADELPHIA INTERNATIONAL MEDICINE® NEWS BUREAU

Contact: Leonard N. Karp
215/575-3720; lkarp@philadelphiamedicine.com
February 29, 2008

For immediate release:

Editors note: Research, new techniques and improved facilities by Philadelphia International Medicine hospitals and physicians may lead to new ways to treat some of our most challenging diseases. Below are just some examples from our hospitals.

In this month's edition

1. **Neurology Journal Devotes Special Issue to Penn Research**
2. **CHOP Researcher Named Howard Hughes Medical Institute Investigator**
3. **Blocking Growth Protein Kills Prostate Cancer Cells, Inhibits Tumor Growth, Jefferson Scientists Find**

Neurology Journal Devotes Special Issue to Penn Research

Philadelphia – The entire January issue of NeuroSignals is devoted to describing neurodegenerative disease research at the University of Pennsylvania School of Medicine and Health System (See www.karger.com/nsg for a Table of Contents and Abstracts).

“Neurodegenerative diseases are a public health problem and we are doing the basic and translational science to improve how we care for people with these diseases,” says John Trojanowski, MD, PhD, Director of the PENN Institute on Aging, who wrote the introductory paper, entitled, “PENN Neurodegenerative Disease Research - In The Spirit of Benjamin Franklin” for the issue.

The United States and nations across the globe are experiencing a seismic demographic shift due to the rapidly growing segment of the population 65 and older. These demographic changes reflect astonishing increases in life expectancy in the last millennium. For example, life expectancy has increased by about 27 years from 1900 to 1990, while a similar increase has occurred over the prior 5 millennia extending from the Bronze Age to 1900.

“The good news about this longevity revolution is that Americans are not only living longer, but their disabilities continue to decline,” says Trojanowski. “However, if action is not taken immediately to plan for

this demographic ‘sea change’, aging-related disorders like Alzheimer’s disease will have ominous consequences. Significantly, the costs to Medicare for treating Alzheimer’s and related dementias were \$62 billion in 2000 but will increase to \$1 trillion by 2050 if no effective treatments are developed.

“Although demography is the history of the future as written today, it is still possible to change the future now. For example, the burden of Alzheimer’s and its costs could be reduced by half in the coming years

if interventions can be developed that delay the onset of the disease by five years. This realization motivated Penn scientists to pursue research to enhance healthy brain aging and reduce the burden of Alzheimer’s and other aging-related neurodegenerative diseases globally as well as nationally in our lifetime.”

This special issue of NeuroSignals provides an overview of these research programs at Penn: John Q. Trojanowski -- “PENN Neurodegenerative Disease Research - In The Spirit of Ben Franklin”

Christopher M. Clark, Christos Davatzikos, Ari Bortakur, Andrew Newberg, Susan Leight, Virginia M.-Y. Lee and John Q. Trojanowski -- “Biomarkers for the Early Detection of Alzheimer’s Disease Pathology” Applications of biomarkers in the real world--Use of biomarkers to make diagnoses for clinical trials.

Leslie Shaw -- “Penn Biomarker Core of the Alzheimer Disease Neuroimaging Initiative” Validation of chemical biomarkers and blood tests for Alzheimer’s

Rachel Goldmann Gross, Andrew Siderowf and Howard Hurtig -- “Cognitive Impairment in Parkinson’s Disease and Dementia with Lewy Bodies: A Spectrum of Disease” Penn Udall Center is the only such center to look at cognitive impairment and Parkinson’s disease

Sarah M. Kranick and John E. Duda -- “Olfactory Dysfunction in Parkinson’s Disease” Early detection of Parkinson’s disease using a smell test

Benoit I. Giasson and Vivianna M. van Deerlin -- “Mutations in LRRK2 as a Cause of Parkinson’s Disease” Genetics of Parkinson’s disease; LRRK2 is one of the most frequent mutations in this disease

Linda Kwong, Kunihiro Uryu, John Q. Trojanowski and Virginia M.-Y. Lee -- “TDP-43 Proteinopathies: Neurodegenerative Protein Misfolding Diseases Without Amyloidosis” Update on TDP-43 dementias in ALS and FTD

Aaron Gitler -- “Beer and Bread to Brains and Beyond: Can Yeast Cells Teach us About Neurodegenerative Diseases?” Using yeast models to study neuron diseases

James Shorter -- “Hsp104, A Potential Weapon to Combat Diverse Neurodegenerative Disorders” Heat shock proteins’ role in neuron diseases

Brett A. McCray and J. Paul Taylor -- “The Role of Autophagy in Age-Related Neurodegeneration” New pathways towards neurodegeneration

Lauren Elman, Leo McCluskey and Murray Grossman -- “ Motor Neuron Disease and Frontotemporal Dementia: A Tale of Two Disorders Linked To TDP-43” TDP-43 protein’s role in Lou Gehrig’s Disease

Jason Karlawish -- “Measuring Decision Making Capacity in Cognitively Impaired Individuals” Understanding how patients with neuron diseases can make informed decisions

CHOP Researcher Named Howard Hughes Medical Institute Investigator

Dr. Vivian Cheung, genetics researcher at The Children’s Hospital of Philadelphia, was selected as a Howard Hughes Medical Institute Investigator on the basis of patient-oriented research.

Like all those chosen, Dr. Cheung focuses on translating research discoveries into improved medical treatments. “We are extremely pleased and proud of the fact that one of our pediatricians was honored by one of the world’s leading biomedical research institutions,” said Philip R. Johnson, MD, chief scientific officer and senior vice president of Children’s Hospital. “This appointment recognizes Dr. Cheung’s accomplishments in advancing genetic discovery.”

Dr. Cheung investigates how the sequence of DNA units in a person’s chromosomes affects that person’s susceptibility to disease. She uses microarray technology to rapidly measure how strongly genes are expressed within cells. By determining how gene expression changes in response to drugs and other treatments, she discovers how each patient’s DNA variations are associated with the effectiveness of their disease treatments.

Her goal is to help physicians predict how a patient will respond to a given drug or treatment, based on the patient’s particular genetic profile. Ultimately, providing refined genetic tools may remove some of the guesswork in making treatment decisions and in providing the best preventive and therapeutic care.

Trained in neurology, Dr. Cheung has a specific interest in a neurogenetic disease called ataxia telangiectasia, which affects movement, muscle control, the immune system and susceptibility to cancer.

Because different children may react very differently to their treatments, her research aims to customize treatment to a patient’s genetic profile, thus minimizing side effects and providing maximum benefits. Dr. Cheung’s studies could be applied to a broad range of common and uncommon diseases, in using genetic tools to eventually routinely guide physicians and patients to better treatments.

As a pediatrician at Children’s Hospital, Dr. Cheung is continuing to work at the Hospital and has become an employee of HHMI, which provides a research budget and funding for laboratory space. Dr. Cheung remains an associate professor of Pediatrics and Genetics at the University of Pennsylvania School of Medicine.

After earning her MD degree from Tufts University School of Medicine, Dr. Cheung completed her residency at the UCLA Medical Center, before coming to The Children’s Hospital of Philadelphia in 1996. She holds the William Wikoff Smith Endowed Chair in Pediatric Genomic Research at Children’s Hospital, where she leads an NIH-funded laboratory.

About the Howard Hughes Medical Institute: HHMI is one of the world’s largest philanthropies, with laboratories across the United States and grants programs throughout the world. The Institute is a nonprofit medical research organization that employs hundreds of leading biomedical scientists working at the forefront of their fields. In addition, through its grants program and other activities, HHMI is helping to enhance science education at all levels and maintain the vigor of biomedical science

worldwide. HHMI's endowment at the end of the 2006 fiscal year was approximately \$16.3 billion.

Blocking Growth Protein Kills Prostate Cancer Cells, Inhibits Tumor Growth, Jefferson Scientists Find

Researchers at Jefferson's Kimmel Cancer Center have shown that they can effectively kill prostate cancer cells in both the laboratory and in experimental animal models by blocking a signaling protein that is key to the cancer's growth. The work proves that the protein, Stat5, is both vital to prostate cancer cell maintenance and that it is a viable target for drug therapy.

The scientists, led by Marja Nevalainen, MD, PhD, associate professor of Cancer Biology at Jefferson Medical College of Thomas Jefferson University, wanted to prove that Stat5 was indeed necessary for prostate cancer cells to be viable. They blocked the protein's expression and function in several ways, including siRNA inhibition, antisense inhibition and adenoviral gene delivery of an inhibitory form of Stat5. All of these techniques killed the prostate cancer cells in cell culture. The researchers also showed when they transplanted such cancerous tissue into mice and blocked Stat5 expression, prostate tumors failed to grow.

"This provides the proof of principle that Stat5 is a therapeutic target protein for prostate cancer, and may be specifically useful for advanced prostate cancer, where there are no effective therapies," Dr. Nevalainen says. "These results are very reproducible."

She and her team report their findings March 1, 2008 in the journal *Clinical Cancer Research*.

Hormone resistant prostate cancer is especially dangerous. Men with primary prostate cancer usually have either surgery or radiation, whereas subsequent disease is frequently treated by hormone therapy. But if the cancer recurs again, years later, it can be more aggressive and typically fails to respond to hormone treatment, often leaving few treatment options.

The findings, Dr. Nevalainen notes, are particularly relevant because her team worked with urologists to get human prostate cancer tissue specimens from surgeries, putting them into cell tissue cultures. That way, she says, the hypothesis could be tested in real human prostate cancer tissue specimens.

While she and her team continue to work on establishing Stat5 as a therapeutic target for hormone-resistant prostate cancer, they are also testing whether or not blocking Stat5 can make prostate cancer cells more sensitive to other treatments, such as radiation and chemotherapy. Another next step in the work, Dr. Nevalainen says, is to find pharmacological agents that inhibit the protein.

In work reported recently in *Cancer Research*, Dr. Nevalainen and her co-workers showed that Stat5 is turned on in nearly all recurrent prostate cancers that are resistant to hormone therapy. In addition, the researchers also showed that the convergence of Stat5 and androgen receptor could be responsible for making such prostate cancers especially dangerous.

Philadelphia International Medicine is an organization that provides medical and patient support services to international patients. It also provides continuing medical education and health care training and education to international physicians, administrators and other practitioners. As the international department of several Philadelphia-area hospitals, international patients gain access to physicians and hospitals rated among the best in the world through one telephone call to PIM. You can reach PIM by calling 1-215-563-4733; fax, 1-215-563-2777; or e-mail, physicians@philadelphiamedicine.com. You can find out more about PIM through its Website at www.philadelphiamedicine.com.

ASIA PACIFIC BUSINESS OUTLOOK (APBO) CONFERENCE
University of Southern California, April 7-8, 2008, Los Angeles, CA

<http://www.apbo2008.com>

Early Registration: \$775 (**Early Registration has been extended until March 17 but sign up as soon as possible as space is limited**)

Regular Registration: \$925 (after March 17)

USDOC Registration Code: DOC2008 (Please be sure to include this code when registering)

Do not miss the premier event to expand your Asia / Pacific Business Knowledge, Contacts and Profits!

The Asia / Pacific Business Outlook, hosted by the University of Southern California in Los Angeles, with the full support of the U.S. Commercial Service, is the longest running, most successful regional conference of its kind focusing specifically on Asian markets. This conference has made a difference for U.S. exporters, and has become the premier U.S. commercial trade event focusing on the Asia / Pacific region.

APBO 2008 brings the experts closer to you. It is a very rare opportunity for U.S. exporters to meet with fourteen Senior Commercial Officers (SCOs) from throughout the East Asia Pacific region, India, and Mexico at one venue. The SCOs from American embassies, consulates and institutes in Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam will speak in small-group workshops and be available for private one-on-one consultations with APBO participants.

During the one-on-one consultations you will have the opportunity to get specific answers pertaining to your business. You will be able to:

Learn about your company's sales potential around the Asia/Pacific region including India and Mexico

Assess challenges in the marketplace

Understand how to capitalize on the latest free trade agreements

Hone in on the best market opportunities

Find out how the U.S. Commercial Service can help you identify new business partners

Space is limited so sign up today.

For questions, contact any of the following individuals:

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PHILADELPHIA UNIVERSITY

Office of Continuing and Professional Studies announces:

"Breaking Into the Trade Game"

A Six-Week Course for Business Leaders

Dedicated to Maximizing Their Companies' Sales

Offered in conjunction with the U.S. Export Assistance Center

Take advantage of this opportunity to learn how to move, think and act in the global marketplace. Whether you are just starting to think about exporting or have years of experience, this course will give you the tools and confidence necessary to succeed. You'll also learn about the free county, state and federal Government programs designed to help your company grow through exporting.

This exclusive training program has been carefully designed to give you the skills, strategies, insights and network of contacts necessary to expand your sales through exporting.

The course material will be taught over six sessions and will include insights and expertise from various international trade experts. Course activities and discussions will focus on developing a strong foundation for beginning and intermediate exporters.

LOCATION:

Philadelphia University, **Bucks County Campus**

4800 E. Street Road

Trevese, PA 19053

Tuition: \$300.00

Six Week course: April 15, 2008 to June 24, 2008, 9 a.m. - 3:30 p.m.

Date:	Topic:
April 15	Making the Export Decision
April 29	Making the Connection: Selecting the Best Markets
May 13	Transporting Goods Internationally
May 27	Legal Issues for Exporters
June 10	Financing and Payment Options
June 24	Cross-Cultural Communications

For more information or to register, please contact:

Office of Continuing and Professional Studies

School House Lane & Henry Avenue

Philadelphia, PA 19144-5497

215.951.2900

evening@PhilaU.edu

www.PhilaU.edu/continuinged

Canada, Take Advantage of It!

March 4, 2008 - International Business Luncheon

Speaker:

Dr. Roy Norton

Minister

(Congressional, Public & Intergovernmental Affairs)

Embassy of Canada, Washington D.C.

In 2006, Canada continued to be Delaware's top export destination, receiving over 16% of all foreign-bound goods from the state. The First State sold \$506 million worth of merchandise goods to Canada - an 18% increase from the previous year - and purchased \$768 million from the North. Delaware's top exports to Canada include transportation, chemicals, personal & household goods, equipment, textiles, metals, energy, agriculture and machinery. Currently 21,250 Delaware jobs are supported by Canada-U.S. trade.

When: Tuesday, March 4, 2008

Time:

Registration- 11:45 AM

Luncheon/Presentation- 12:00 - 1:30 PM

Location:

University and Whist Club

805 North Broom Street

Wilmington, DE 19801

[Download Flyer](#)

[Online Registration](#)

Please RSVP by Friday, February 29, 2008.

For more information, please contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

CenTradeX

"Global Integrated Trade Solutions"

CenTradeX offers companies worldwide competitive advantage by providing the most comprehensive trade information available anywhere, all in an easy-to-search, web interface that displays results graphically. With trade information about 200 countries, all 50 U.S. States, millions of companies worldwide and every category of manufactured product, CenTradeX provides a peerless range of the data you need to make the best strategic decisions.

CenTradeX gives you a global view of your market's history, current trade balance, forecast and competitors and allows you to find detailed information on competitors as well as potential suppliers, shippers, and buyers.

CenTradeX extracts tariff, import and export data from hundreds of trusted sources including the World Customs Organization, the International Trade Association, the World Trade Association, U.S. Customs, the Financial News Network, the United Nations and the U.S. Census Bureau, as well as from the reporting agencies of countries around the world and the same commercial sources that supply many other well-known data companies.

In addition, **CenTradeX** taps reputable proprietary sources to bring you hard-to-find financial and contact information about non-U.S. companies, providing you a unique competitive advantage.

They are not a mere trade data provider, they build custom trade solutions. **CenTradeX** can tailor an interface just for your organization to provide the information in the format and views you require. They have already done that for global trade collaboratives, four U.S. regional trade associations and the world's fifth largest economy, the State of California. And they would be glad to do it for you.

For more information, please contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

[Visit CenTradeX and Register today!](#)

Daily Strategic Global Intelligence Briefs

Are you getting yours?

WTC Delaware offers its members an email subscription to the Strategic Global Intelligence briefing. It is designed to provide readers with daily analysis and intelligence on global events that will have a material impact on global business. We offer this in cooperation with Armada Corporate Intelligence, a firm that monitors global events and conducts impact analysis for clients all over the world.

Click here for an example: Today's Intelligence Brief [HEADLINES FOR February 13, 2008](#)

1. Gas Showdown in Ukraine Averted
2. Oil Prices Drift Back Down on Demand Concerns
3. Mexican Manufacturing Searches for Alternatives to US Market
4. GM May Regain Momentum from Overseas Markets
5. Political Solution in Kenya May Evolve but Bigger Issues Remain

If you are a WTC Delaware member and are NOT currently receiving your copy of the Strategic Global Intelligence briefing, please email Rebecca Faber at rfaber@wtcde.com.

Not a member, but interested in joining? Check out the membership information on our website at www.wtcde.com, or email Rebecca Faber at rfaber@wtcde.com.

[Daily Strategic Briefing for February 13, 2008](#)

Doing Business with Egypt and the Greater Middle East

Monday, February 18, 2008

Global Interdependence Center

International Dialogue Since 1976

Greater Middle East Committee Event

Doing Business with Egypt and the Greater Middle East

The Global Interdependence Center is proud to host 30 Executives from Telecom Egypt for a best practices training presented by Comcast. Please join the group at a post-training business development networking reception. Featured guests include Dr. Ashraf El Rabiey, Minister Plenipotentiary and Head of the Economic and Commercial Bureau of the Embassy of Egypt, and Rose Sager, Trade Representative of Bahrain. Additional guests will include representatives of various Middle Eastern countries, the State of Pennsylvania and City of Philadelphia. For those interested in the Middle East and especially the Persian Gulf, with a special focus on the telecommunications industry, this is a great opportunity.

WHEN: Monday, February 18, 2008

TIME: 5:30 PM - 7:30 PM

WHERE: The Pyramid Club

1735 Market Street, 52nd Floor

PRICE:

\$25 for GIC Members, academics & students

\$35 for non-members

[Online Registration](#)

Magellan:

**Overview of Expansion Plans for
Wilmington, DE**

SPEAKER:

Robb Barnes

Director, Marine Terminal Services

Magellan Midstream Partners, L.P.

WHEN:

Wednesday, February 27, 2008

TIME: 12:00 - 1:30 pm

WHERE:

University and Whist Club

805 N. Broom St.

Wilmington, DE

COST:

\$35.00 for POWMS Members

\$40.00 for POWMS Non-Members

[Download Flyer](#)

Please RSVP by Friday, February 22, 2008

For more information, please contact Rebecca Faber at 302-656-7000 or powms@wtcde.com.

WTC Delaware Career Center

Featured Job Openings

In the [WTC Delaware Career Center](#) job seekers can apply for jobs online and post their resume-- free of charge-- in an exclusive database that is searched by hundreds of industry employers seeking employees with international degrees and/or related work experience.

Featured jobs this week:

[Marketing Director for breastcancer.org in Ardmore, PA](#) (posted January 29, 2008)

[Sr. Account Executive for DMW Worldwide LLC in Wayne, PA](#) (posted February 4, 2008)

[Development Manager for Women in Government in Washington, D.C.](#) (posted February 11, 2008)

[Marketing Communications Specialist for American College of Cardiology in Washington, D.C.](#) (posted February 11, 2008)

[Marketing Project Assistant for The Chronicle of Higher Education in Washington, D.C.](#) (posted February 5, 2008)

[Senior Research Consultant for MarketTools, Inc. in Melbourne or Sydney Australia](#) (posted February 4, 2008)

[Click here to browse more than 700 other positions!](#) Employers - [Click here to advertise your job openings on WTC Delaware's Career Center.](#)

[WTC Delaware Career Center](#)

U.S. Free Trade Agreements for U.S. Businesses
February 19, 2007- International Business Seminar

**"A Practical Seminar on how U.S. Free
Trade Agreements Work"**

Mid-Atlantic District Export Council, Dilworth Paxson LLP, PNC Bank and BDP International are sponsoring a seminar in Philadelphia, PA. on how U.S. Free Trade Agreements Work.

The United States is entering into a growing number of free trade agreements, providing real benefit to U.S. exporters and importers alike. However, each contains different eligibility rules and tariff phase-out schedules that must be strictly observed in order to qualify. The fact that these seem to be coming one after another makes informed compliance challenging to even the most experienced foreign trader.

Guest Speaker, **Frank Reynolds**, holds a U.S. customs broker license and is a thirteen-year appointee to the U.S. Commerce Department's District Export Council. He served as the U.S. delegate to the Incoterms 2000 revision, and has conducted nearly 100 Incoterm seminars under International Chamber of Commerce auspices.

When: February 19, 2008

Time: 8:30 am - 4:30 pm

Location: PNC Bank, Philadelphia, PA

[Download Brochure](#)

[Online Registration](#)

For more information, please contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

Impact Analysis

Issues Impacting Global Business

Foreign Investment Boosts U.S. Economy & Creates Jobs

Dear Friends:

Globalization is presenting real challenges at every turn. How we deal with these challenges could impact our standard of living for decades to come.

For example, inbound investment is undoubtedly important to the health of the United States. But investment from sovereign wealth funds has raised a whole series of questions. If not careful, our actions could negatively impact our economic security - and not enhance our national security (pages 1-2).

Intense global competition has changed the way U.S. manufacturers operate. In turn, small and medium-size manufacturers are adapting. In the process they are evolving, seeking fresh business models, and creating value in new areas (pages 3-4).

I hope you find this issue informative and, as always, we welcome your comments.

[Impact Analysis Newsletter](#)

International Chamber of Commerce

Revision - Incoterms 2000

The International Chamber of Commerce has decided to revise Incoterms 2000 and is seeking recommendations from the trade.

Incoterms are designed to follow trade practice, not establish it. For this reason, it is vital that we get up-to-date input on how business is actually done, and this can come only from people involved in trade.

All suggestions must be submitted by National Committees to arrive at ICC Paris by March 31. To do so, I'll need to receive them by March 24. Further, any critique of Incoterms 2000 must be accompanied by a suggested remedy. We are seeking recommendations for improvement, not just horror stories.

This revision is particularly important for Americans because Incoterms will eventually replace the "FOB here, there and everywhere" terms which were deleted from the Uniform Commercial Code. Eventually can be a long time, but the new Incoterm revision should be structured to make this as easy as possible.

Please share this with your international and domestic colleagues in sales, purchasing, transportation, legal, and credit and send your suggestions to Frank Reynolds at fjr424@aol.com. As a "belt and suspenders" move, please send copies to cgmartin@uscib.org.

The widespread increase in American use of Incoterms since 2000 gives us some additional weight in negotiating an even more user friendly revision. With your input we can make trade easier and more predictable.

For more information, please contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

Export to Brazil

April 4, 2008 - International Business Seminar

Export Opportunities for the Brazilian Market

Speaker:

Jefferson Oliveira

Commercial Specialist

United States Commercial Service - Sao Paulo, Brazil

Mr. Oliveira works for the USCS in Brazil as a Commercial Specialist and has worked with the Health Technologies/Life Sciences industries for over seven years. Prior to his work with the USCS he worked for major pharmaceuticals in Brazil. He is highly knowledgeable in questions of regulations and registration procedures for entering Brazil, and is also the U.S. Department of Commerce's main point of contact for many industry shows including Hospitalar, the second largest medical trade show in the world, and the International Dental Show in Sao Paulo.

Why Brazil?

- In 2006, Brazilian medical equipment imports increased by 12% and reached US \$1.8 billion.
- Brazil is one of the most promising countries for biotechnology. Home to almost 20% of the world's genetic and chemical biodiversity, Brazil is internationally recognized for its scientific competence in health and agricultural research.
- There are few high-quality Brazilian manufacturers of advanced medical products so Brazil's reliance on imports should continue to grow for some time.
- The Brazilian pharmaceutical industry is in expansion, representing a total market value of US \$11.3 billion in 2006. It is among the 10 largest pharmaceutical markets in the world.
- Opportunities for US firms to export raw materials to Brazil are abundant. Approximately 85% of the raw materials used in the production of generic drugs in Brazil are imported.

[Download Flyer](#)

When:

Friday, April 4, 2008

Time:

9:00 -11:30 am

Location:

Small Business Development Center

1 Innovation Way, Ste 301

Newark, DE

Cost:

WTC Delaware Members: FREE

Non-Members: \$15.00

[Member Email Registration](#)

[Non-Member Online Registration](#)

Please register no later than Wednesday April 2, 2008.

For more information, please contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

1st Annual Mid-Atlantic Women's Conference

April 4, 2008

Strengthening the Mid-Atlantic Region for Tomorrow

SMART

Four States, One Region, Infinite Possibilities...

1st Annual Mid-Atlantic Women's Conference

Atlantic City Convention Center, Atlantic City, NJ

April 4, 2008 -- 7:30 AM to 3:00 PM

Background: As with all SMART regional activities, their focus is to provide a platform for the regional tech community to interface with the SMART Congressional Caucus, their Federal Executive Branch contacts and the State leaders. They will also seek other Women's groups and their other organizational partners as co-sponsors or supporting sponsors.

Purpose: Provide a regional networking opportunity for Women in Science & Technology with additional workshops for Health Care, Energy and Science & Technology Legislative Issues.

Confirmed Speakers: Gov't - PA Lt Governor Catherine Baker Knoll, DE Sec of Commerce, Judy Cherry, NJ EDA, Caren Franzini, Ft. Detrick MD, Garrison Commander, Col Mary Deutsch and the DE, NJ, MD, & PA Directors of the Commissions for Women.

Academia/Industry - Rowan Dean of Engineering, Dianne Dorland; NJN, Elizabeth Christopherson; Luminari, Cheryl Heiks; Marissa Traveline, South Jersey Industries and others in process.

Program: AM plenary sessions and exhibits followed by plated lunch and PM workshops.

Lunch Keynotes: PA Lt Governor Catherine Baker Knoll & Senator Robert Menendez (NJ) and Barbara Mikulski (MD)

[Download Flyer & Registration](#)

For more information please contact Pam Fillion at (609) 268-3205 or pamifillion@comcast.net.

Trade Winds Europe - Istanbul, Turkey

April 14-16, 2008

The U.S. Department of Commerce, U.S. Commercial Service, Mid-Atlantic Network is pleased to announce their signature Trade Event for 2008.

Does your company have a Pan European Business Strategy?

U.S. exports are growing four times faster than the economy as a whole. Europe presents a market filled with opportunities for U.S. businesses.

Meet with U.S. Senior Commercial Officers from 27 Countries in Europe- All in one location!

Currently stationed overseas, each of these Commercial Officers is in a unique position to deliver the most up-to-date information on developing opportunities for U.S. business. More importantly the Officers can be your best resource to help your company develop and maintain market presence, find local partners, help launch your products or services obtain valuable market research and protect your IPR.

Business to Business Matchmaking Appointments!

Are you looking to meet potential business partners in Turkey? On the third day of the program you will participate in prearranged business appointments with Turkish companies whose interests and objectives match your requirements.

Customize your Itinerary!

While in Europe take the opportunity to visit another high-potential market for your product/service.

Extra Promotion!! Commercial News USA (CNUSA) - Special Trade Winds Europe Edition:

The catalog-style magazine is designed to help American companies promote products and services to buyers overseas. All companies will be listed in a special Trade Winds Europe CNUSA for distribution and promotion throughout Europe.

Cost of Program \$1,350.00

Fee does not include air travel or lodging.

This event is open to 50 U.S. companies with market potential in Turkey and Europe!

For additional information and to register your interest, [click here](#).

Meet the WTC Delaware Interns!

Throughout the year we have the pleasure of having a number of interns helping in the WTC Delaware office. Some of them representing the U.S., many representing a variety of other countries.

Please visit our ["Meet the Interns"](#) page on our website to get to know a little more about each of them!

[Meet the WTC Delaware Interns!](#)

Recommended Book - February

"Free Trade Agreements"

Expertly compiled and edited by Jeffrey Schott (academician, economist, and Senior Fellow at the Institute for International Economics), *Free Trade Agreements: US Strategies And Priorities* is an anthology of essays by learned authors concerning American initiatives to enter free trade negotiations with nations around the world, from the Asia-Pacific region to the western hemisphere to Africa. Discussing major policy questions, the importance of setting priorities and objectives, the conceptual case for FTAs, discussions of specific agreements being pursued (including ones for Australia, Central America, Morocco, and the Southern African Customs Union) pack this scholarly and heavily researched compendium. A technical appendix with results of simulations of the trade and welfare effects of prospective agreements rounds out *Free Trade Agreements*, a welcome addition to economics shelves in public libraries, educational libraries and private collections.

Hannover Fair: CeMAT

The World's Leading Fair for Intralogistics

Uniting the entire world market at a single venue.

May 27-31, 2008

Intralogistics - the integrated management of internal and external logistics processes - is a burning issue in modern industry. The more closely networked the global economy becomes, the more important it is to deploy strategic management tools all along the value chain - at a micro and macro level. The intralogistics sector is booming. This was mirrored in the overwhelming success of CeMAT 2005. More than 50,000 business professionals from all over the globe attended this international flagship show. Now a separate event in its own right, CeMAT prepares the ground for tomorrow's business processes.

CeMAT 2008 will play a pivotal role in establishing closely networked international supply chains. The range of exhibits has been enhanced in response to the challenges facing the business community.

The extended display categories are as follows:

Logistics real estate, logistics locations, logistics facilities and logistics finance.

Port Handling and distribution logistics.

Contract logistics and transport, 3PL (Third Party Logistics) and 4PL (Fourth Party Logistics).

For more information please visit [CeMAT](#) or contact Rebecca Faber at 302-656-7905 or rfaber@wtcde.com.

February Member Profile

Select Amenities, Ltd.

Title: *Ever Wonder Who Sells Those Mini Bottles of Mouthwash and Tubes of Toothpaste Given Away by Hotels and Airlines?*

Who? [SELECT AMENITIES, Ltd.](#)

Where? Hockessin, Delaware USA

What? Select Amenities is a specialized wholesale distributor of travel size brands from Procter & Gamble, Johnson & Johnson, Dial Corp and other American consumer brand companies.

Products? Brands handled include Crest Toothpaste & Mouthwash, Scope Mouthwash, Glide Floss, Gillette Razors, Foamy Shave Cream, Pantene Shampoo, Conditioner & Hair Spray, Olay Body Lotion, Old Spice, Right Guard, Soft & Dry and Secret Deodorant, Purell Hand Sanitizer, Shout Stain Remover. The company serves users of travel kits and disaster kits distributed by non profits such as churches, shelters or other community service organizations holding a 501(c)(3) status.

Services? Warehouses in Delaware and Los Angeles handle export shipments and packing of kits for special projects. The company also designs and produces custom packaged personal care amenities under the Natural Essence brand.

History? Select Amenities was founded in 1993 by Vince McIntosh as a supplier of world class personal care brands for travelers. Since then distributors serving more than 30 airlines and many leading hotels have depended on Select Amenities when sourcing such products.

Distinctiveness? Select Amenities is in daily contact with the specialty market management teams and key brand managers involved in these products to insure dependable supply chains for major international projects.

Did you know? Did you know that international travelers spent \$102.6 billion in the U.S. in 2005? Approximately 2.8 million hotels rooms are also sold everyday in the United States. That is enough rooms to lodge every person living in San Francisco, Atlanta, Washington, D.C., Miami, and Denver combined. Did you know that spending by resident and international travelers in the U.S. averaged \$1.8 billion a day, \$75 million an hour, \$1.2 million a minute, and \$21,000 a second? The travel and tourism industry is one of America's largest service exports. \$102.6 billion is spent by international visitors in the U.S. and \$95.2 billion spent outside the U.S. by domestic travelers creates a balance of \$7.4 billion in travel trade surplus for the U.S. (Source: The Travel Industry Association)

[WTC Delaware Membership Listing](#)

Subject: Bulletin from OFAC - 2/21/08

A Bulletin from the Office of Foreign Assets Control – February 21, 2008

The following individuals have been added to OFAC's SDN list:

MAKHLUF, Rami (a.k.a. MAKHLOUF, Rami; a.k.a. MAKHLOUF, Rami Bin Mohammed; a.k.a. MAKHLOUF, Rami Mohammad); DOB 10 Jul 1969; POB Syria; citizen Syria; Passport 98044 (Syria) (individual) [SYRIA]

The following changes have been made to the following organization on OFAC's SDN list:

SALAFIST GROUP FOR CALL AND COMBAT (a.k.a. GSPC; a.k.a. LE GROUPE SALAFISTE POUR LA PREDICATION ET LE COMBAT; a.k.a. SALAFIST GROUP FOR PREACHING AND COMBAT) [FTO] [SDGT] -to- SALAFIST GROUP FOR CALL AND COMBAT (a.k.a. AL-QA'IDA IN THE ISLAMIC MAGHREB; a.k.a. AQIM; a.k.a. GSPC; a.k.a. LE GROUPE SALAFISTE POUR LA PREDICATION ET LE COMBAT; a.k.a. SALAFIST GROUP FOR PREACHING AND COMBAT; a.k.a. TANZIM AL-QA'IDA FI BILAD AL-MAGHRIB AL-ISLAMIYA) [FTO] [SDGT]

All of OFAC's SDN material has been updated accordingly.

OFACB 080221

This year, The Fox School is celebrating 90 years of excellence. The School traces back its formal roots to 1907 when Temple's Department of Commerce first offered a curriculum in commerce. In 1918, the School itself was founded as the School of Commerce.

Join The Fox School as it takes a look back at where it came from and where it is going. This issue of Fox Update focuses on the building of the business school's current home, Speakman Hall, and its exciting new expansion - Alter Hall.

[\[FULL STORY\]](#)

Financial Times Ranks Fox MBA Top Globally for 4th Consecutive Year

The MBA program of Temple University's Fox School of Business has been ranked among the Top 100 [MBA Programs](#) globally and its graduates among the most internationally mobile and experienced in the nation for the fourth consecutive year by *Financial Times* in its 2008 rankings.

[\[FULL STORY\]](#)

New research faculty: Meeting the challenges of the changing business environment

One of the foundations to growing and maintaining a quality business program is the appointment of research faculty in all program disciplines. In fall 2007, the Fox School appointed 11 new research faculty to help prepare Fox business students to meet the challenges of a dynamic, increasingly technological, and globally interdependent business environment.

These appointments - in conjunction with the Fox School's continued investment in capital, curriculum enhancement, student advisors, student professional development, corporate placement services, and cutting-edge technology - allow the Fox School to maintain its [ranking](#) as one of the leading urban business schools.

[\[FULL STORY\]](#)

Fox Delivers! Expansion of undergraduate services gives students competitive edge

One key component to a student's success is the availability of advising and professional development

services. The Fox School has been, and continues to be, dedicated to delivering superior professional development and advising services to help students attain academic and professional success.

"In today's competitive workforce, the Fox School is continually looking for unique ways to prepare students to meet the challenges not only of today's - but tomorrow's - business environment," said Debbie Campbell, assistant dean of undergraduate programs.

"These efforts also maintain our status as one of the leading urban business schools," she continued.

[\[FULL STORY\]](#)



You are cordially invited to attend a
Dinner-Meeting on
Tuesday, March 25, 2008
at
Brookside Country Club
901 Willow Lane, Macungie, PA

From 5:00-7:30 p.m.

Program Topic: "Opportunities in Russia: Opening Doors to Pennsylvania Companies"

Part of the "Changing the Face of Russia" seminar series
by the Mid-Atlantic - Russia Business Council with the support
of the Pennsylvania Department of Community and Economic Development

**Featuring the Commonwealth of Pennsylvania's
Trade Representative in Moscow,
along with Vincent Magnotta (Air Products and Chemicals, Inc.)
and Professor Liuba Belkin (Lehigh University)**

Cost: \$35/person -- \$15/full-time students. Cash Bar.
(mail to address below or pay at door)
Checks should be payable to "World Trade Club of Lehigh Valley."

RSVP no later than March 20, 2008: via e-mail to
hemingwayd@dnb.com or by mail to World Trade Club, P.O. Box 763,
Trexlerstown, PA 18087-0763.

Contact: Timothy D. Charlesworth, President
610-797-9000 x 322 tcharles@fblaw.com

Donna Hemingway-Lahouchuc, Secretary
610-882-6124 hemingwayd@dnb.com

News Release

PRESS OFFICE

Release Date: February 25, 2008	Contact: Cecelia Taylor (202) 401-3059
Release Number: 08-16	Internet Address: http://www.sba.gov/news

SBA's Online Business Assessment Tools Usage Tops 125,000 Entrepreneurs

WASHINGTON – More than 125,000 entrepreneurs interested in starting or expanding a business have used the U.S. Small Business Administration's newest online assessment resources, the SBA announced today.

The SBA is helping hundreds of prospective entrepreneurs each day through two online assessment tools, the “Small Business Readiness” and the 8(a) Business Development assessment tools. In just over three months, more than 125,000 budding entrepreneurs have benefited from the latest Web-applications.

“These new tools represent a changing SBA, where more Web applications are being used to better serve our small business customers so they can have information when they need and wherever they are doing business,” said SBA Associate Administrator Anoop Prakash.

Since the SBA introduced the online “Small Business Readiness” assessment tool, usage has climbed rapidly. The assessment tool – the first of its kind – helps budding entrepreneurs evaluate their readiness for starting a small business.

The Small Business Readiness assessment tool helps prospective entrepreneurs determine their level of preparedness for venturing into a new business through a series of automated questions. It helps them evaluate their skills, characteristics, and experience as they relate to starting a business.

Based on their scores, entrepreneurs are directed to the SBA training resources that support the identified needs to improve business preparedness. The Small Business Readiness assessment tool is available on the SBA’s Web site at <http://www.sba.gov/assessmenttool/index.html>, or by clicking the “Assessment Tool” icon under the spotlight heading on the SBA home page.

The 8(a) Business Development assessment tool was launched in October to help small business owners decide whether they are suitable and eligible for the SBA’s 8(a) Business Development Program. The program helps small disadvantaged businesses compete in the U.S. economy through business development. Like the small business readiness assessment, the customized 8(a) Business Development assessment tool directs entrepreneurs to targeted training and resources online. It too is available online at <http://training.sba.gov:8000/assessment>.

The Small Business Readiness and the 8(a) business development assessment tools help take away the guess work, and are easy to use. They are customer-focused and designed to make it easier for entrepreneurs to evaluate and recognize needed business skills. The new Web-based tools are simple to use and take about 10 minutes to complete.

###

ITAG Breakfast Briefing

***Successful Project Management:
Consistently Critical to Your Company***

Presented by:
Bruce R. Govan
President, Govan Consulting, LLC

Projects: those time-bounded efforts that create something new and unique. They seem so straight forward at inception and we approach them with such enthusiasm. Why is it so difficult to conclude them on schedule, within budget, and to the complete satisfaction of those affected by their outcome? Information technology projects in particular seem more prone than most to have a notoriously poor track record. Why is that and more importantly, how can your business consistently improve its projects' outcomes?

- Why project management matters
 - What are the benefits of successful project management?
- How businesses sabotage their own projects
- What are the true costs of project failure?
- What does successful project management look like?
- What standards exist for project management?
 - Does project management differ by industry?
 - How does one learn project management?
 - What are PMI and PMP, and why should we care?
- What you can do today to improve your projects

The Bottom Line: Successful project management brings consistent, tangible benefits, organizationally, financially, and competitively. The alternative can be a matter of survival.

To learn more about Bruce R. Govan, [click here](#).

Date: Thursday, March 6, 2008
Location: Chester County Economic Development Council
737 Constitution Drive, Exton, PA 19341
Time: 7:45 a.m. - 9:30 a.m.
Cost: \$20 (Please make checks payable to the CCEDF)

Please confirm your attendance to Leslie Holmes at:

lholfmes@cceconomicdevelopment.com

Directions to the CCEDC can be found at: www.cceconomicdevelopment.com

Please share this opportunity with your colleagues.

Correction: Please note correct date: March 1, 2008
We apologize for any inconvenience.

China's Encounter With The West is the subject of a webcast produced by the Foreign Policy Research Institute and the University of Tennessee at Chattanooga Asia Program

The March 1 webcast is free and open to the public but online registrations is required. Online participants will be able to participate in Q&A.

To register, use this link:
<http://www.webcastgroup.com/client/start.asp?wid=0720301083985>

You may need to disable popup blockers.

The webcast agenda appears below.

All times listed are Eastern Time.

Saturday, March 1, 2008

11:00 a.m. China's Early Encounters with the West
Andrew Wilson
Professor of Policy and Strategy
US Naval War College

1:00 p.m. Political Ideas in China's Encounter with the West
Edward Friedman
Professor of Political Science
University of Wisconsin

2:30 Economic Influence in China's Relations with the West
Thomas G Rawski
Professor of Economics and History
University of Pittsburgh

To register use this link:
<http://www.webcastgroup.com/client/start.asp?wid=0720301083985>

You may need to disable popup blockers.

The three lectures are part of a weekend-long History Institute for Teachers, chaired by David Eisenhower and Walter A. McDougall.

For information about the weekend, visit:
<http://www.fpri.org/education/chinawest/>

We have accepted 45 teachers from 21 states to participate in the weekend. All the lectures will be posted as videofiles on our website subsequently for free access to all.

FPRI's History Institute for Teachers is supported by major funding from the Annenberg Foundation.

WTC Roundtable

The WTC of Central Pennsylvania will host a roundtable luncheon on March 7 from 12:00 p.m. - 1:00 p.m. at the WTC office in York. Attendees will have the opportunity to discuss market information with the Pennsylvania Overseas Trade Representatives, Sergio Kalm from Brazil, Efen Flores from Mexico, and Mona Helmy from Saudi Arabia.

In addition, morning and afternoon one-on-one appointments are available with the Reps. Please contact our office at 717-843-1090 to arrange an appointment.



DATE: March 7, 2008

TIME: 12:00 p.m. - 1:00 p.m.

LOCATION: WTC Office- 227 West Market Street, York, PA

COST: Complimentary for Members/\$20 Non-Members

Register Now

PA Overseas Representative Visits

- March 26: Qatar, Russia - Location TBA
- April 14: South Africa, Australia, Canada - Location TBA
- April 25: China-Beijing, China-Shanghai, India, Brazil, Holiday Inn Mechanicsburg, Breakfast program with one-on-one appointments during the day. Hosted in conjunction with Cumberland County Economic Development. Program details coming soon!
- May 5: Germany, UK, France, Spain, Hanover Library, luncheon program, morning and afternoon appointments available. This program is hosted in conjunction with the Hanover Chamber of Commerce. Program details coming soon!
 - May 23: Korea, Japan, Taiwan, Singapore - Location TBA

To schedule an appointment with any of the PA Representatives, please call our office at 717-843-1090.

Dear BISNIS clients, colleagues, partners, and friends,

It is with regret that I inform you of the upcoming closure of the BISNIS program after nearly 16 years of successful operation. Funded by the Freedom Support Act (FSA) since 1992, the Business Information Service for the Newly Independent States (BISNIS) program promoted U.S. exports and investment in Eurasia and generated successful transactions worth more than \$4.5 billion. Funding for BISNIS through The Freedom Support Act, which helped countries manage the process of political and economic reform after the collapse of the Soviet Union, expired at the end of September 2007.

As the Director of BISNIS, I would like to thank all of those who contributed to the success of our program. It has been an honor working with you to serve our U.S. and Eurasian business partners. As one of our overseas colleagues recently stated, "BISNIS was one of the best parts of my life, both professionally and personally." That says it all.

We now pass the baton to our colleagues in the Commercial Service, the premier front-line U.S. trade agency creating prosperity in the United States and abroad. Please, keep in mind that the U.S. Government is a gold mine of information and resources, but only for those who take the time to dig. To facilitate your search, I am including some information below that I hope you will find useful.

Wishing you great success in your business endeavors,

Philip de Leon
Director
BISNIS
URL: www.bisnis.doc.gov

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SOME USEFUL RESOURCES

While the BISNIS website (www.bisnis.doc.gov) will remain active for several months to come, I would encourage you to also visit www.export.gov for information about the Eurasian and other markets around the world.

A useful and practical resource to help you navigate your way through the vast amount of information available is the Doing Business in Eurasia page at www.bisnis.doc.gov/doingbusiness. This section provides practical information, tips, and referrals to resources within and beyond BISNIS. The following sections will help you identify the issues you may encounter at the different stages of the export or investment process.

1. Export Basics from Export.gov

The U.S. Government's Export Portal at www.export.gov will help you assess your export readiness, understand the steps involved in exporting, develop and implement an export strategy, and answer exporting questions not tied to a specific country or product.

2. Market Evaluation and Planning

This section will help you evaluate countries and regions, identify industry prospects and trends, understand how to do business in Eurasia and ultimately help you determine which Eurasian market is the best fit for your company's products and/or services.

3. Getting Your Product to Eurasia - Licensing, Certification, Shipping, Customs

Once you have completed stage two, you will want to understand and plan for the requirements, steps, and costs required to license and certify your product, ship it to Eurasia, pay duties, and clear customs.

4. Find (and Evaluate) Partners and Buyers in Eurasia

This section will assist you to identify and pursue possible buyers or partners, find a distributor or representative, promote your company, and understand how to evaluate potential business partners in Eurasia.

5. Visiting, Opening an Office, and Investing

Learn about business travel, travel warnings, tips, and services for Eurasia. Understand what is required to open an office in several Eurasian markets.

6. Finance your Transaction

Identify possible sources of finance for business activities in Eurasia.

KEY CONTACTS & ORGANIZATIONS

The systematic approach described above should answer most questions about doing business in Eurasia. However, if you still have specific questions about these markets, the following resources should be of assistance to you.

U.S. COMMERCIAL SERVICE

The Trade Information Center (TIC) is a U.S. Commercial Service resource that provides export counseling, international trade guidance, tariff and fee information, and referrals to key contacts in the U.S. Government. You can reach a TIC trade specialist at 1-800-USA-TRAD(E) or consult www.export.gov/exportbasics/ticredirect.asp for additional information.

To directly contact Commercial Service colleagues overseas or at the U.S. Export Assistance Center nearest you, consult the office directory at www.buyusa.gov/home/export.html.

DEPARTMENT OF COMMERCE & OTHER GOVERNMENT RESOURCES

The U.S. Department of Commerce's Office of Russia, Ukraine and Eurasia, which is part of the Market Access and Compliance (MAC) unit, has country desk officers who focus on resolving trade complaints and market access issues, such as those in the area of intellectual property and piracy, quotas, standards, transparency, contract sanctity, and national treatment. MAC coordinates efforts with the Commercial Service's overseas staff and industry sector experts, as well as with other foreign policy and trade-related government agencies.

MAC Trade Specialists in Russia, Ukraine and Eurasia: <http://trade.gov/mac>.

Belarus, Ukraine and Moldova:
Christine Lucyk - Christine.Lucyk@mail.doc.gov

Russia:
Matthew Edwards - Matthew.Edwards@mail.doc.gov
and Jay Thompson - Jay.Thompson@mail.doc.gov

Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan:
Danica Starks - Danica.Starks@mail.doc.gov
or Ellen House - Ellen.House@mail.doc.gov

Political/economic sections of the U.S. embassies in Eurasia as well as the Department of State country desk officers in Washington, D.C. can provide assistance on policy and trade related matters.

Department of State
www.state.gov
(202) 647-4000

BUSINESS ASSOCIATIONS & OTHER RESOURCES

U.S. based business associations provide valuable sources of information. Eurasian embassies can also be of assistance and some even have trade representations in the United States including Russia and Ukraine. Additionally, local world trade centers have extensive network of contacts to put you in touch with the right person in country.

American Chambers of Commerce Abroad
www.uschamber.com/international/directory/default.htm

Trade Representation of the Russian Federation in the USA
www.russianembassy.org

U.S. - Russia Business Council
www.usrbc.org

United States - Azerbaijan Chamber of Commerce
www.usacc.org

U.S. - Kazakhstan Business Association
www.uskba.net

American-Uzbekistan Chamber of Commerce
www.aucconline.com

America - Georgia Business Council
www.agbdc.com

U.S. - Ukraine Business Council
www.usubc.org

Embassy of Ukraine
www.mfa.gov.ua/usa/en

World Trade Centers Association
http://world.wtca.org

*****Sent by*****
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U.S. Department of Commerce
Washington, DC 20230
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BISNIS Homepage: http://www.bisnis.doc.gov

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