



# EXPORTNews

"Your Partner in Exporting"

October 2005

## E-COMMERCE TOOLBOX

[www.export.gov/sellingonline](http://www.export.gov/sellingonline)

**U.S. Department of Commerce  
U.S. Export Assistance Centers  
Serving the State of Georgia:**

### Atlanta USEAC

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## GEORGIA U.S. EXPORT ASSISTANCE CENTER WEBSITE

The Georgia U.S. Export Assistance Center now has its own website! For your information on current export topics, links to export trade resources, our monthly newsletter and upcoming local events, go to: [www.buyusa.gov/georgia/page19.html](http://www.buyusa.gov/georgia/page19.html)

**EXPORTNews** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in Atlanta. It is distributed by email and winfax. To correct, add or delete an address, send complete contact information to the Atlanta USEAC at the email address or fax # listed above.

The Internet's global reach has made possible a cost-effective means for marketing products and services overseas. Companies that establish a corporate web site, which publicizes their products and services, provides an electronic mechanism for safe and secure electronic transactions, features order tracking, and lists products' technical specifications, are at the cutting edge of applying electronic commerce to international marketing. Small and medium sized companies can marshal available resources to broaden market presence internationally by adopting e-commerce or electronic business practices.

### HERE YOU WILL FIND...

This site brings together information and resources the U.S. Department of Commerce and other U.S. government agencies offer to U.S. businesses interested in using the Internet to increase exports.

### E-EXPORT RESOURCES

[Checklist: What your Business Needs to Conduct E-Commerce](#)

#### [I have an overseas order... How do I fill it?](#)

Congratulations! You've successfully marketed your product overseas. Learn how to negotiate pricing, ship your product, get paid, and lay the groundwork for future sales and service.



## Japan: Newest Market of the Month

### Why Japan Now?

Japan boasts the largest and most diverse economy in Asia, and is second only to the U.S. on the world's economic stage. The U.S. sends more exports to Japan than it does to any other overseas destination. Thousands of U.S. companies have established successful operations in Japan and even more export to Japan on a regular basis. The Japanese economy has pulled out of its economic slump of the last decade and is showing clear signs of an emerging recovery. U.S. exports to Japan have risen steadily over the last several years, and exchange rates continue to favor U.S. exporters.

### More Deregulation Than Ever Before

In the mid-80's the Japanese market was often characterized as being excessively regulated and a difficult market to penetrate. Several factors have contributed to the easing of these regulations and to a more open economy. Changes brought through technology and the Internet, restructuring within the Japanese economy and bilateral negotiations, have opened the Japanese market in many sectors where U.S. companies are globally competitive — telecommunications, medical equipment and pharmaceuticals, energy (including power generation and transmission equipment), information technology, insurance, and financial services. As a result of the Economic Partnership for Growth, launched by President Bush and Prime Minister Koizumi in June 2001, the U.S. and Japanese governments continue to exchange reform recommendations on key sectors every fall. Now more than ever, Japan deserves a second look.

Learn more about opportunities in Japan today!  
[http://www.export.gov/comm\\_svc/press\\_room/marketofthemonth/Japan/japan.html](http://www.export.gov/comm_svc/press_room/marketofthemonth/Japan/japan.html)

## China Council for the Promotion of International Trade

### CCPIT Profile

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The China Council for the Promotion of International Trade (CCPIT) is China's largest national non-profit trade promotion organization. Since CCPIT's founding in 1952, it has played an active and important role in promoting China's foreign trade and international economic cooperation. CCPIT provides services gratis to both Chinese and foreign businesses in the fields of economic information and investment consultancy, trade exhibitions and conventions, legal affairs, business dispute mediation and arbitration, trademark and patent registration, intellectual property protection, etc. CCPIT has developed cooperative relations with chambers of commerce, associations and economic and trade organizations in more than 170 countries, as well as various international trade organizations. Headquartered in Beijing, CCPIT has a network of more than 60 sub-councils, some 600 local branches, 70,000 member enterprises all over China and 17 overseas representative offices. CCPIT established its first representative office in the United States in 1988.

### What CCPIT U. S. Office Can Do For You

Committed to promoting US-China Economic and trade cooperation, this office provides all-around services to U. S. companies to:

- Seek buyers and market products in China, or locate sources for imports from China
- Achieve partnerships with Chinese companies for joint ventures and other economic cooperation projects
- Participate in or stage trade shows and conventions in China or invite Chinese participants for trade events in the U.S.
- Arrange business visits to China and one-on-one meetings with Chinese counterparts and field visits to local businesses
- Set up representative offices or start a business in China
- Acquire research reports on Chinese markets and credit reports on Chinese companies
- Register trademarks and patents in China and protect IPR
- Resolve business disputes through mediation and conciliation
- Handle trade and maritime disputes through arbitration and cases of general or particular average adjustment.

Contact: Danqing Zhang, CCPIT Representative,  
Telephone: 703-412-9889 or email [ccpitus@ccpit.org](mailto:ccpitus@ccpit.org)

# SPECIAL REPORT ON “PHISHING”

## Background

During 2003 and early 2004, law enforcement authorities, businesses, and Internet users have seen a significant increase in the use of “phishing.” “Phishing” is a general term for criminals’ creation and use of e-mails and websites – designed to look like e-mails and websites of well-known legitimate businesses, financial institutions, and government agencies – in order to deceive Internet users into disclosing their bank and financial account information or other personal data such as usernames and passwords. The “phishers” then take that information and use it for criminal purposes, such as identity theft and fraud.

A growing number of phishing schemes are using for illegal purposes the names and logos of legitimate financial institutions, businesses, and government agencies in North America, Europe, and the Asia-Pacific region. One industry organization, the Anti-Phishing Working Group ([www.antiphishing.org](http://www.antiphishing.org)) has reported that in January 2004, there were 176 unique phishing attacks reported to it – an increase of more than 50 percent over the number of reported phishing attacks in December 2003.

The Department of Justice is issuing this Special Report to inform Internet users about the risks of responding to phishing e-mails and websites, whether phishing schemes violate federal criminal laws, and the steps that Internet users should take when they see possible phishing emails or websites.

For complete report click on the following .pdf report.  
<http://www.usdoj.gov/criminal/fraud/Phishing.pdf>

## Tariff and Import Fee Information

### First Steps

[Getting Started](#): This link provides information on the first steps required to determine tariff rates.

[Census Bureau's Schedule B Search Engine](#): Click here to find your Schedule B / HS number.

[Trade Terms](#)

### Where to Find Tariffs

[Online Tariff Database](#), powered by NextLinx.

[U.S. Government Tariff Resources](#)

[Country Specific Tariff and Tax Information](#): Tariff and tax information for exporting to 97 countries.

[Tariff and Tax Information for U.S. Territories](#)

[Tariff Information for Computer Products](#)

[Sending Gifts](#)

[Additional Tariff Resources](#)

[Tariff Information for Importing into the U.S.](#)

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## UPCOMING EVENTS

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**Investing in Afghanistan: The Heart of Asia**  
**October 6-7, 2005 – New York, NY**  
**October 11-12, 2005 – San Francisco, CA**

The Afghan Investment Support Agency, in cooperation with the Embassy of Afghanistan, will host the first-ever investment promotion road show in New York and San Francisco. There will be a roundtable discussion providing a networking opportunity for potential investors to ask questions and receive information about the investment climate in Afghanistan. Meet with officials from the Afghan government and business community.

Complete information is at:

[http://www.export.gov/afghanistan/pdf/aisa\\_roadshow\\_flyer.pdf](http://www.export.gov/afghanistan/pdf/aisa_roadshow_flyer.pdf)

To RSVP or for more information, contact the Embassy of Afghanistan in Washington, DC at (202) 482-6410, ext. 830 or [commerce@embassyofafghanistan.org](mailto:commerce@embassyofafghanistan.org)

GA Dept of Economic Development,  
U.S. Chamber of Commerce  
*TradeRoots* and  
The Small Business Development  
Center Network

Present an educational seminar

## “Grow Your Business Through Exports”

Wednesday, October 12, 2005  
Cunningham Conference Center  
Columbus State University  
3100 Gentian Blvd.  
Columbus, Georgia 31907  
Directions: (706) 569-2651

**Registration and Continental Breakfast – 8:00am**  
**Program – 8:30am until 12:00 noon**

- **Choosing the right product, market and representative**
- **Making sure you get paid**
- **Logistics**
- **Government export assistance resources for Georgia companies**

### **TO REGISTER:**

- Registration Fee: \$39 (Please register by October 10)  
Register by credit card online at [www.sbdc.uga.edu](http://www.sbdc.uga.edu)
- Click on Continuing Education
  - Click on Columbus
  - Select “Grow Your Business Through Exports”

or

**Make check payable to The University of Georgia and mail to:**

The University of Georgia SBDC  
3100 Gentian Blvd., Suite 119  
Columbus, Georgia 31907  
Questions? Call (706) 569-2651

## **THE 5<sup>TH</sup> ANNUAL BAHAMAS HOME AND BUILDERS SHOW NASSAU, BAHAMAS OCTOBER 25 – 27, 2005**

The U.S. Embassy is pleased to endorse The Fifth Annual Bahamas Home and Builders Show, which is scheduled for October 25-27, 2005 at the Radisson Cable Beach Convention Center in Nassau, Bahamas.

This show is now the largest trade show in The Bahamas for the home and building industry. Last year, The Fourth Annual Bahamas Home Builders Show involved more than 500 industry professionals and over 6000 persons visited the show. This Expo will give your company and your products maximum exposure among the importers, distributors and end users of construction supplies and equipment in The Bahamas. Overall imports of goods to The Bahamas total some \$2 billion, of which \$400 million is construction related material and equipment. The construction industry represents approximately 10 percent of GDP. Additionally, there are a number of large tourism development projects currently in progress as well as scheduled for the near future. There is also consistent construction of residential facilities. The International Monetary Fund (IMF) suggests that The Bahamas will sustain strong economic growth, of 3 percent in 2005, largely as a result of the volume on investment projects. Moreover, the IMF predicts that this trend will continue beyond 2005. These factors therefore make The Bahamas an excellent market for your building and construction industry.

If your firm is interested in the Bahamian home and construction market, this is a show you will not want to miss! We encourage you to participate in this event by exhibiting at the The Fifth Annual Bahamas Home Builders Show to personally meet the key players in the construction industry who will attend this trade show. For complete details on the show, please visit the website: [www.bahcon.com](http://www.bahcon.com).

Please also contact International Trade Specialist Robert Leach at 404-897-6082 or e-mail [Robert.leach@mail.doc.gov](mailto:Robert.leach@mail.doc.gov), to let us know if you plan to attend.

We hope you will take advantage of this opportunity to gain exposure for your products in this exciting market.

## **“GOVERNMENT PROCUREMENT CONFERENCE OF THE AMERICAS”**

October 31 - November 3, 2005  
at the Westin Peachtree Plaza Hotel  
Atlanta, Georgia - [www.fgpca.org](http://www.fgpca.org)

### **You are invited!**

The General Services Administration, the Canadian Commercial Corporation & the Organization of American States invite you to the Government Procurement Conference of the Americas. This conference is the perfect opportunity for the heads of procurement for the countries of the Americas and their industry partners to gather together, share best practices, collaborate, view new technologies, expand markets, and plan for the future.

### **One-on-one meetings**

Take advantage of the one-on-one meetings with Government Procurement officials & industry attendees to explore business opportunities within the Americas. Take advantage of our early bird pricing and REGISTER TODAY!

### **Registration is now open!**

#### **Attendees:**

Some of the benefits of attending this event include...

- For industry, contact with top-level government procurement officials within the Americas, a forum to discuss opportunities for greater standardization of policies, and a trade show venue that provides opportunities for identifying potential business opportunities throughout the region.
- For senior government officials, a forum to meet with the senior procurement officials from other governments within the Americas and to share experiences and address common issues such as e-procurement, transparency, procurement regulations, and also to expand their supplier base.
- For other government participants, a forum to reach a supplier community, all the more important with efforts to integrate trade within the Americas, through both one-on-one meetings and an exhibit environment. In addition, the conference provides an important training environment.

#### **Exhibit Information:**

Apply to exhibit on the website at [www.fgpca.org](http://www.fgpca.org). If you have any questions please contact David E. Eckberg, CMP at 1-800-315-4333

## **BUSINESS OPPORTUNITIES EVENT FOR MANUFACTURERS IN CONJUNCTION WITH SAFETY-SECURITY EQUIPMENT ASIA FAIR SINGAPORE**

**NOVEMBER 7-11, 2005**

Interested In Exporting To The Rapidly Growing Markets In Asia But Aren't Sure Where To Start?

Consider signing up for the U.S. Department of Commerce business development program in Singapore. Working directly with trade experts at the U.S. Embassy in Singapore, you will be able explore market opportunities in this thriving economy and the broader Southeast Asian region.

Long established as the GATEWAY TO ASIA, Singapore is an ideal launching pad for small and mid-size U.S. companies because of its business-friendly environment and web of trade links to other Asian economies. A further advantage, Singapore recently concluded a free trade agreement with the United States that makes two-way trade duty-free and offers additional protections to U.S. companies doing business there.

For more information, contact Robert Leach at (404) 897-6082 or email [Robert.leach@mail.doc.gov](mailto:Robert.leach@mail.doc.gov).

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## **Arab Health 2006** **(Medical ~ Dental ~ Laboratory ~** **Ophthalmology)** **Dubai World Trade Center** **UAE ~ January 22-25, 2006**

Are you missing out on a GREAT market for U.S. Medical Products? The United States is a key source for medical equipment in the Middle East. Trends continue to point toward market growth. The healthcare industry in the Middle East is estimated to be over US\$81.4 billion per year, and the U.S. sells over \$500 million in medical, dental, and ophthalmic equipment to the region. With increasing oil revenues, this region has the means to source the high-quality U.S. products they demand – do not miss this excellent opportunity!

## Get to Arab Health:

### **American Product Literature Center - \$500**

Need a cost-effective way to test the market? Stay at home while industry specialists from the Department of Commerce promote your literature to distributors/agents at the show!

- Your contact/product information distributed via the APLC Directory.
- *Personalized* trade lead booklet with distributors/agents that registered interest in your product line.

### **Full Booth Space - \$595 per square meter**

Ready to tell the world about you? This gives you a major show presence – show organizer, Kallman Worldwide, offers:

- Assistance determining booth space needed.
- Assistance with transportation arrangements and travel plans.

**Interested?** Call Lisa Huot at 202-482-2796

We hope you've enjoyed this edition of our newsletter. Any mention of non-government sources does not constitute endorsement. If you have any questions or comments,

contact us at [Office.Atlanta@mail.doc.gov](mailto:Office.Atlanta@mail.doc.gov)

<http://www.buyusa.gov/georgia>

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