



## INTERNATIONAL BUSINESS NEWS – OCTOBER 2008

**EUROPEAN UNION REACH WEBINAR**  
**November 6, 2008, 11 AM Eastern Time - 8 AM Pacific Time (90 minutes)**  
**Venue: Your office or home computer**  
**Cost \$50 – Payable by credit card**

Do you sell to the European Union? Are you ready for REACH?

The REACH pre-registration deadline is December 1, 2008, so it is important to prepare now. REACH compliance will be key to avoid trade disruptions and to remain present and competitive in the EU market. REACH is a major overhaul of the European Union's chemical management regime and extends to products made with chemicals and having chemicals in their components as well as chemicals producers. Electronic and electrical equipment, automotive, aerospace, cosmetics, textiles, and paints are just few examples of sectors that will be impacted by REACH.

To help you prepare and comply with this important regulation, join our relevant speakers in a European Union REACH Webinar. This webinar will address important questions surrounding REACH including: deadlines & timelines; preregistration; the Candidate List; new developments in REACH; and appointing Only Representatives.

To register or get more details, please [click here](#).

(This webinar is being offered by the U.S. Department of Commerce's Europe Team and the U.S. Mission to the European Union)

### **U.S., 11 OTHER WESTERN HEMISPHERE NATIONS LAUNCH TRADE INITIATIVE AGREEMENT DESIGNED TO ENHANCE TRADE, INVESTMENT THROUGHOUT THE REGION**

24 September 2008: Washington — The United States and 11 other countries in the Western Hemisphere are launching an initiative designed to enhance trade and investment throughout the region. Citing progress resulting from other trade arrangements in the hemisphere, President Bush said this initiative — Pathways to Prosperity in the Americas — is designed to expand the progress already achieved. Each of the 11 countries either has an existing free-trade agreement with the United States or has one pending before the U.S. Congress. This initiative will provide a forum where leaders can work to ensure that benefits gained from improved trade are more broadly shared throughout the region, Bush said during a briefing at the Council of the Americas in New York on September 24. "It will deepen the connections among regional markets. It will expand our cooperation on development issues," he said.

A fact sheet on free trade agreements states that when Bush took office in 2001 the United States had free-trade agreements with three countries, but today the United States has agreements in force with 14 countries as well as three approved by Congress but not yet in force. The 11 nations joining the United States in announcing the initiative are Canada, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Panama and Peru.

A communiqué issued by the group says the Pathways initiative is open to all Western Hemisphere countries, either as partners or as observers "that share our commitment to democracy, open markets and free trade." For texts of the communiqué and remarks, click on: [Communiqué](#), [President Bush's Remarks](#) and [Secretary Rice's Remarks](#).

## **C TPAT EXPANDS BENEFITS, CONSIDERS INCLUDING EXPORTERS®**

For a long time, it seemed that joining Customs & Border Protection's (CBP) voluntary Customs-Trade Partnership Against Terrorism Program (C-TPAT) involved a great deal of effort and cost for relatively meager returns. According to a new report from the Government Accountability Office (GAO), however, that has started to change. The GAO study says C-TPAT is beginning to consistently deliver tangible benefits to its members. The timing couldn't be better, since CTPAT members can now also qualify, due to recent mutual recognition agreements, as participants in the EU Authorized Economic Operator (AEO) program and Canada's Partners in Protection Program (PP). Importers certified by all three programs qualify for faster customs clearance and fewer inspections. Mutual recognition with AEO will make it easier for C-TPAT members to export to the EU as well as for AEO members to export to the United States. To add icing to the cake, C-TPAT is now moving—for the first time since the program's inception in 2001—to make exporters eligible for C-TPAT membership. Many importers also export, so this step would add another layer of ROI for all the sweat and cost of meeting C-TPAT's stringent standards. For trade pros, the benefits of joining C-TPAT—and the competitive disadvantages of not doing so—are growing dramatically. For more information, please read the article at <http://www.buyusa.gov/arkansas/ctpatoct08.pdf>

## **CUSTOMS AND BORDER PATROL LAUNCHES INTERACTIVE WHTI TRAVEL WIDGET**

On Thursday, October 2, 2008, U.S. Customs and Border Protection announced a traveler-centric desktop widget as part of the integrated "Let's Get You Home" advertising and outreach campaign. As the traveler's departure date approaches, the automated widget provides a trip countdown timer and weather at the traveler's destination and reminds the user to obtain appropriate travel documents, as required under Western Hemisphere Travel Initiative. U.S. and Canadian citizens entering the U.S. from Canada, Mexico, Bermuda or the Caribbean must present a passport or other WHTI-compliant document beginning June 1, 2009. The widget is designed so that anyone making travel plans on the Internet can take advantage of the trip countdown and weather functions and is available to download on the [www.GetYouHome.gov](http://www.GetYouHome.gov) website. [http://getyouhome.gov/html/lang\\_eng/eng\\_downloads.html](http://getyouhome.gov/html/lang_eng/eng_downloads.html)

## **COMMERCIAL NEWS USA (CNUSA)**

The January-February 2009 issue of "Commercial New USA," will feature the Building and Construction Industry. Deadlines for the edition are November 9, 2008 for space, and November 16, 2008 for materials.

CNUSA, the official export promotion magazine of the U.S. Department of Commerce, reaches 400,000 readers in 176 countries worldwide. For advertising information and to view current and past issues, visit: <http://thinkglobal.us/>

We hope you've enjoyed this edition of our newsletter.

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For a list of our upcoming Webinars and other programs, [click here.](#)

(Any mention of non-government sources  
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