

"Your Gateway to the World"

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MARYLAND GLOBAL EXPRESS

The Newsletter of the
Baltimore US Export Assistance Center

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



June 2008 NEWSLETTER

Edited by Jansen Weaver

BALTIMORE EXPORT ASSISTANCE CENTER 4TH OPEN HOUSE: AUGUST 20TH, 2008



Baltimore U.S. Export Assistance Center will host its 4th Annual Open House on Wednesday, August 20, 2008 from 4-6 PM. The Open House will be held at our office at 300 West Pratt Street, Suite 300 and followed by a baseball game featuring the Orioles against the Boston Red Sox at Camden Yards.

The Open House is an opportunity to learn about the Center's activities this year and to recognize local businesses with awards for their export achievements. Invited guests include our supporters in the Maryland business community active in U.S. Commercial Service events.

Baseball tickets can be purchased for \$35 and should be done so by August 8th, 2008. To register and purchase tickets, please email Bill.Burwell@mail.doc.gov.

JULY 10, 2008 - CE MARK YOUR MEDICAL DEVICE IN THE EU

Is your medical device ready for the European Union? The U.S. Commercial Service Healthcare Team invites you to the upcoming webinar on how to **CE Mark your Medical Device in the European Union**. A leading European company, Winckels Medical Device Expertise (WMDE), from The Netherlands with years of experience will cover the following topics: what is the CE Mark, what is the current status of laws regarding the CE Mark, is the CE Mark mandatory or voluntary? What is the cost and time frame associated with obtaining the CE Mark, and how can WMDE assist me with the process. For more information and to register for this dynamic program, please visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=8Q68>

Secretarial Business Development Mission to Focus on CAFTA-DR

Secretary Gutierrez will lead a U.S. business delegation to the Dominican Republic, Nicaragua and Costa Rica, September 29-October 4, 2008, to explore opportunities arising from the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR). Last year, U.S. exports to the Central American and Caribbean region surpassed \$22 billion -- an impressive tally likely to increase as CAFTA-DR continues to eliminate most tariffs on U.S. exports.

When he announced the mission last week, Secretary Gutierrez stated that "CAFTA-DR is transforming the competitiveness of the Western Hemisphere in the global marketplace. Since implementation two years ago, the United States has reversed our previous trade deficit to a current trade surplus of \$3.7 billion in 2007 with the CAFTA-DR countries. CAFTA-DR has expanded openness and transparency in the region, which has improved the trade and investment climate for U.S. companies. I look forward to leading U.S. exporters on this business development mission to the Dominican Republic, Nicaragua and Costa Rica to capitalize on the opportunities that CAFTA-DR offers to U.S. industry and agriculture."

Full details and the on-line application are available on the event website: <http://export.gov/CAFTADRMission>

FEDEx CERTIFIED TRADE MISSION TO INDIA, NOVEMBER 9-15, 2008

FedEx is sponsoring its first U.S. Department of Commerce-Certified Trade Mission to India, November 9-15, 2008, with stops in New Delhi, Hyderabad, and Mumbai. This trade mission offers a unique opportunity for U.S. firms to launch or expand business in one of the world's most dynamic markets; the mission will put participants in face-to-face contact with Indian business executives, industry decision-makers, government officials, commercial specialists, and others. The U.S. Commercial Service will help participants find partners, distributors, agents and buyers in India. For more information, please visit the mission website:

<http://offer.van.fedex.com/m/p/fdx/ind/trademission.asp>

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

BALTIMORE DEVELOPMENT CORPORATION- FREE TRADE ZONE

The Baltimore Development Corporation administers Foreign Trade Zone #74, a federally designated area located within the United States yet considered "outside" of U.S. Custom's territory for the purposes of assessing and collecting import duties and taxes. The Foreign Trade Zone designation can lead to thousands of dollars in savings through its various incentives. The most notable savings for businesses are in the deferrals on Customs duties (cash-flow), weekly filling entries which lead to potential savings on merchandise processing fees, and no duties are ever paid on re-exports. Baltimore's Foreign Trade Zone consists of over 2,000,000 square feet of non-contiguous industrial and warehouse space. During the reporting period October 1, 2006 to September 30, 2007 the zone served 86 businesses. Of these, 13 used the zone on a continuous basis, employing up to 191 people. Businesses in the zone handled 22 different products from 11 countries of origin. Over \$158 million worth of merchandise held in the Zone was sold to domestic and foreign markets during the reporting period.

Contact Information: For more information on this program, please contact BDC staff, Elizabeth Weiblen, Enterprise Zone Administrator and Director of Baltimore's Foreign Trade Zone #74 at 410-779-3838 or via email: eweiblen@baltimoredevelopment.com.

BUSINESS SERVICE PROVIDER (BSP) SPOTLIGHT BUSINESS

Locate professional business service providers who can help with everything from translating documents to providing the legal support needed to succeed in the international marketplace. Visit the entire Business Service Provider at: <http://www.buyusa.gov/baltimore/bspdirectory.html>

Please note the BSP listings are not endorsed by U.S. DOC, but are simply a service to help in the exporting process.



Contact: Benjamin Clumeck, Managing Director
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InternationalCreditReports.com™ provides customized credit reports on millions of companies in more than 200 countries worldwide. Our reports provide key insight, including information on operations, current trade and bank references, research on legal information covering ownership and public records, financial figures, and client-designed questions that address specific issues. Our reports are recognized and approved by the Export-Import Bank of the United States and major credit insurance companies worldwide.

NEW MARKET RESEARCH: A short sampling follows - for more info on these & other free reports go to <http://www.export.gov/mrktresearch/index.asp> directly.

Brazil - Growth of the PC market in 2007
Bulgaria - Aviation Market Overview 2008
Czech Republic - Aerospace Market Overview
Egypt - Update on the Smart Village
Finland - ICT Market Overview
Finland - Defense Market Overview
Georgia - Security and Safety Equipment Sector
Italy - Implementation of Port of Catania Security Plan
Japan - Telecommunications Market
Lebanon - The ICT industry relies on exports
Mexico - GE Infrastructure Queretaro plant expansion
Norway - Audio/Visual Equipment
Philippines - Telecom and Broadcast Industry Overview
Romania - IT Overview Sector
Singapore - Standards and Conformity Assessment
Ukraine - Safety and Security Equipment Market
Uzbekistan - Telecommunications Report
Venezuela - Reorganization of Venezuelan Civil Aviation Authority

INTERNATIONAL EVENTS: for more info on these and other upcoming programs, go to <http://www.buyusa.gov/siliconvalley/intl.html>

UK - Farnborough International Airshow 2008 July 14-20
Philippines - CommWorld August 13 – 16, 2008
Brazil - Broadcast & Cable August 20 – 22, 2008
Singapore - GlobalTRONICS September 09 – 12, 2008
Mexico - BajaMak 2008 September 22 – 22, 2008
France - APPLE EXPO September 23 – 27, 2008
Italy - VON Italy and Broadband Business Forum September 24 – 25, 2008
France - Forum de l'Electronique Sept. 30 – Oct. 03, 2008
Ottawa, Canada - Secure Canada Sept 30-Oct 1, 2008
Germany - Systems October 21 – 24, 2008
Japan - Japan Aerospace October 01 -05, 2008
Switzerland - WORLDDIDAC Basel Oct. 29 – 31, 2008
United States - IAAPA November 18 – 21, 2008
Milan - Sicurezza November 25 – 28, 2008
China - Int'l Printed Circuit & Electronics Assembly Fair December 05 – 07, 2008

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

Selected U.S. Commercial Service 2008 Trade Events

West Africa ICT Road Map to Opportunities Conference

Accra, Ghana, July 8-10, 2008

The Business Council for International Understanding is very pleased to be working with the U.S. Trade and Development Agency. We hope that you will help us reach out to your network of companies that may have an interest in participating in this conference. Attached, please find the conference brochure and registration form that provide the latest information on the conference agenda and delegates.

This conference is an excellent opportunity for U.S. companies in the ICT sector to engage with key stakeholders and decision-makers in the West African region to influence the development of regulatory and legal frameworks that would support a robust telecommunications industry in West Africa. U.S. Businesses will also be able to explore successful strategies for working in the region. Conference highlights include discussions of the key features of the ICT sector in nine West African countries (Benin, Burkina Faso, Cameroon, Gabon, Ghana, Liberia, Mali, Niger, Nigeria, Senegal and Sierra Leone), presentations on the projects and business opportunities in the region and one-on-one private meetings between U.S. company representatives and African government delegates to the conference.

For information on these trade events and seminars, and for more on other international events, visit our trade event directory: www.export.gov/eac/trade_events.asp.

Aerospace

Contact: Stephen Anderson

EUROSATORY

EURONAVAL

Naval Defense and Maritime Exhibition

Paris-Le Bourget, France

October 27-31, 2008

Euronaval is the leading international trade fair for naval defense. Since 2002, it has expanded its scope to the maritime sector and industrial activities associated with State actions at sea. The last edition of Euronaval, in October 2006, featured 345 exhibitors from 27 countries, 31,100 professional visitors, and 85 official delegations. Euronaval remains the meeting-place for decision makers in the defense world and is a must in exhibitions devoted to naval defense. Equipment and materials featured at the show include:

Territorial Defense: Force Projection, Peacekeeping, through lifeLogistic support, Training

Maritime Safety State Actions At Sea: Maintaining public order, Combating illicit trading, Fisheries enforcement, Life saving at sea, Surveillance of shipping lanes, Pollution prevention and control, Hydrography, oceanography

Satellite Navigation: Navigation applications, Transmissions, Position fixing, Tracking identification, Surveillance, Early warning

Kallman Worldwide International (KWI) is organizing the USA National Pavilion at this event. For more information, please contact: Ellen Demarest, tel: (201) 251-2600; e-mail: ellend@kallman.com

Environment

Contact: Jolanta Coffey

Clean Energy and Environment Trade Mission to China and India, Sept 1-12, 2008

The U.S. Department of Commerce will sponsor this mission aimed to match participating U.S. companies with opportunities in these fast-growing markets, where American clean energy and environmental goods and services can help address energy security and climate change, improving the environment. The mission will promote U.S. technologies for renewable energy, biofuels, energy efficiency, clean coal, distributed generation, waste and wastewater treatment, packaging recycling, and drinking water treatment. The itinerary includes Beijing, Jinan, and Shanghai, China, and New Delhi, Hyderabad, and Mumbai, India. For further details, please visit:

<http://www.export.gov/cleanenergymission/>.

For more Environmental Technology events visit

<http://www.buyusa.gov/environmental/upcomingevents.html>.

IT

Contact: Louisa Chiang

****TRADE LEAD****

The Taiwanese government spent approximately \$216 million for wireless environment establishment, implementation and application promotion from 2005 to 2007. Its Ministry of Economic Affairs (MOEA) is looking to vet and introduce 10

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

to 20 foreign WIMAX vendors to Taiwanese firms. Then the Taiwanese firm can apply for government grants. A preliminary matchmaking will be made, followed by a visit to the United States, sometime in the second quarter. For additional information about please contact Louisa Chiang by email Louisa.Chiang@mail.doc.gov.

Medical

Contact: Jeanne Townsend

Check out the Healthcare website:

www.buyusa.gov/healthcare

Check out the new Clinical Research published on:

Japan, 2008 AACC Market Brief 03/01/2008

Malaysia, Clinical Diagnostics 04/01/2008

Philippines, Clinical Laboratory Products 03/01/2008

Save the Date- July 22, 2008

Moscow Healthcare Specialist in Baltimore

Yuliya Vinogradova, Commercial Specialist covering healthcare technologies from our Moscow office, will be in Baltimore to meet with clients.

Contact Jeanne Townsend if interested.

Jeanne.Townsend@mail.doc.gov

Detailed Event Information for Medical Equipment Trade Mission to Philippines, Malaysia, and Thailand

Makati, Philippines

August 3-11, 2008

Medical Equipment Trade Mission to Philippines, Malaysia, and Thailand -- Biotechnology, Drugs/Pharmaceuticals, Health Care Services, Medical Eq.

[Pre-Register for this event](#)

Websites:

http://www.buyusa.gov/asianow/asianow_healthcare_team.html

<http://www.buyusa.gov/philippines/en>

Event Summary:

The U.S. Commercial Service Medical Equipment Trade Mission to the Philippines, Thailand, and Malaysia, August 4 to 12, 2008, will put U.S. firms in face-to-face contact with pre-screened potential business clients in three lucrative medical equipment markets that are growing at an average rate of 13%. The United States remains a major source of medical equipment for these countries, claiming an average 28% market share. U.S. healthcare technologies suppliers should not miss this exceptional opportunity. The power-packed mission will include country briefings; one-on-one business meetings with prospective agents, distributors, partners, and end-users; site visits; and networking functions with private companies and local government officials.

Contact:

Jeanne Townsend

Senior International Trade Specialist

(410) 962-4518

Jeanne.Townsend@mail.doc.gov

Medical Equipment Trade Mission to Southeast Asia, August 4-12, 2008

The U.S. Commercial Service invites Healthcare industry exporters to participate in the Medical Equipment Trade Mission to Southeast Asia (SEA), August 4-12, 2008. The medical equipment trade mission will showcase U.S. medical equipment and technology to improve health care delivery and support the health care programs in the Philippines, Thailand and Malaysia. The mission offers an excellent opportunity for U.S. companies to promote products in these markets. Southeast Asian markets have dynamic economies and are key U.S. export destinations. The region has almost 600 million consumers and a combined GDP of US\$2.8 trillion. Please see related webinar in this newsletter. For more information, please visit: <http://www.buyusa.gov/healthcare/seasia.html>⁶

Corporate Executive Office (CEO) at MEDICA 2008

Dusseldorf, Germany

November 19-22, 2008

At **MEDICA 2008** The U.S. Commercial Service of the U.S. Department of Commerce will offer a unique way for U.S. firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office (CEO) at MEDICA 2008** provides the ideal opportunity to:

- Showcase your product to over 137,500 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,960 exhibitors.
- Strike business deals without the expense of an exhibition booth.

As a CEO participant you will receive:

• **Full access to the CEO Business Center:** a shared office center directly on the show floor with a comfortable work area. You will have a table with four chairs, unlimited Internet access, telephone, fax, and a photocopy machine available. Reception and hospitality service will also be provided.

• **A dedicated multilingual personal assistant** will work exclusively with you during the show to arrange a daily schedule of meetings with high-potential business partners, agents, and/or buyers.

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

- **Advanced promotion to top local contacts in more than 32 countries in Europe and beyond.** Commercial specialists in the U.S. Embassies and Consulates will distribute a brochure (in English and German) where your company and products will be prominently featured. This brochure will also be distributed at MEDICA and other medical trade shows. Interest in your company will be captured (and sent to you) and matchmaking appointments will be arranged for you with visitors to MEDICA at the CEO.

- Complimentary promotion and listing on the **official MEDICA portal** at <http://www.medica.de> and on the websites of our U.S. Commercial Service offices throughout Europe. Through these powerful tools, you will keep your company and its products in front of MEDICA customers and international businesses all year long!

- **Individualized counseling and market strategy discussions** with US Embassy commercial specialists as part of the Showcase Europe Medical Showtime program.

- A MEDICA admission pass and show catalog (a \$100 value).

- Local accommodation listings and other useful travel information.

The participation fee for this program is **\$4,900 for four days. Fees do not include travel, lodging or incidentals.**

Contact:

Jeanne Townsend

Senior International Trade Specialist

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Free Catalogue Program at ExpoMEDICAL 2008

Buenos Aires, Argentina - September 11-13, 2008.

ExpoMEDICAL is positioned as the largest multi-sector healthcare exhibition among Spanish speaking countries and it is an open gate in South America to the state-of-the-art medical and hospitality technology from Argentina and abroad. The U.S. Commercial Service office in Buenos Aires has developed a catalogue program to assist with promotion of U.S. healthcare products and services at ExpoMEDICAL. If you would like to have the U.S. Commercial Service promote your products and services at ExpoMEDICAL, please contact Gabriela Zelaya at gabriela.zelaya@mail.doc.gov or Liliana Paz at liliana.paz@mail.doc.gov. For more information on ExpoMEDICAL, please visit: (<http://www.expomedical.com.ar/ingles/default.htm>).

AACC Clinical Lab Expo

Washington, D.C.

July 29 – 31, 2008

476 companies have already reserved 1,511 booths. Due to the smaller size of the Washington DC convention Center, there are only 289 booths remaining on the floor to be sold. If you plan to exhibit, below is the link to the IVD/General Lab and OEM Prospectus: <http://www.scherago.com/cle/>. For companies interested in the turnkey booths in the International Pavilion, please go to the following sites: International Pavilion Diagrams/Packages:

<http://www.scherago.com/cle/int/IPPackage.pdf> and

International Pavilion Brochure/Exhibit contracts:

<http://www.scherago.com/cle/int/IPBrochure.pdf>. If you cannot access these sites please e-mail tonym@schherago.com to request a PDF.

The benefit to your company is contact with buyers in advance of the show and to attract more international buyers and distributors to your Clinical Lab Expo booth. How? Why? Questions? Please contact Herb Burklund at herbb@schherago.com

- Healthcare Commercial Specialists in over 80 U.S. embassies/consulates around the world will have the link to the AACC Expo Export Interest Directory (EID).
- Your company product information will be distributed to each embassy's database of key healthcare contacts such as local distributors and prospective buyers, instructing them to review the web-based EID.
- Buyers and distributors in each country can review and select from the EID by company or product.
- A hard copy of the Export Interest Directory will be distributed to buyers at the International Visitors Center in the registration area in the Washington DC Convention Center.

Safety/Security

MILIPOL Qatar 2008:

Qatar International Exhibition Centre

Doha, Qatar

November 17-19, 2008

Building on the success of previous years the 7th edition of **Milipol Qatar** will address viable solutions for the Region's governments who are faced with the challenges in the area of internal state security, local community, industrial site security and civil defense. Centrally located in the Middle East, Qatar is home to the U.S. Central Command for the region.

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

Milipol Qatar, the gateway to the Middle East security market, is a highly effective way of accessing this important market and offers the ideal opportunity to promote your products and services to a high level targeted audience of key decision makers from the region.

In 2006 **Milipol Qatar** featured 245 exhibitors from 36 countries. 3,900 decision makers from 69 countries as well as 170 official delegations from 24 countries. **Milipol Qatar 2008** offers an unprecedented opportunity to enter into or build existing relationships in one of the fastest growing industry sectors today-security and defense.

Kallman Worldwide, Inc., organizers of international trade fairs since 1963, is pleased to have once again been appointed the U.S. agent for **Milipol Qatar**.

For additional information please contact Ellen Demarest, Kallman Worldwide at (201)-251-2600.

Travel and Tourism

Contact: Jolanta Coffey

ITB Asia 2008

Suntec, Singapore

October 22- 24, 2008

ITB Asia, the three day B2B trade show and convention, will have its debut October 22 to 24, 2008 in Singapore and will focus on Asia buyers. Outbound buyers of medium sized enterprises, as well as suppliers of the Asia-Pacific are joined by exhibitors of the worldwide tourism value chain. For additional information or to apply please visit:
<http://www.discoveramericapavilion.com/itbasia2008.html>.

The Discover America Pavilion at ITB Asia promotes the United States as the world's premier travel destination in a customer- and user-friendly environment, offering cost-efficient full-service participation alternatives:

BasicBooth

Complete, furnished individual turn-key booth

US\$ 3510

WTM promotes the United States as the world's premier travel destination in a customer- and user-friendly environment, offering cost-efficient full-service participation alternatives:

Basic Booth

Complete, furnished individual turn-key booth \$8409.22

WorkStation

Complete, furnished shared turn-key booth

US\$ 2100

MeetingPoint

Meeting space in Pavilion Lounge

US\$ 1200

Sponsorships & Advertising

Advertising and Promotional Opportunities

from US\$ 1500

All Discover America Pavilion participation alternatives include listing in the Official Show Catalogue, Exhibitor Pass(es), and access to all Pavilion services.

WORLD TRAVEL MARKET 2008

Excel, London

November 10- 13, 2008

Last year, some 4.2 million travelers from the United Kingdom visited the United States, spending more than \$13.3 billion, or \$3,200 per person, and a 23% increase in U.K. arrivals is projected by 2011. 2/3 of the U.K. visitors came to the U.S. on vacation and 1/3 used a travel agency as an information source to plan the trip. WTM - World Travel Market is the U.K.'s premier international event for the travel industry, with some 22,500 travel & tourism professionals attending, more than half of whom are qualified international travel industry buyers as members of the Meridian Club. In addition, WTM is covered annually by over 3,000 members of the international press.

WorkStation

Complete, furnished shared turn-key booth \$4940.67

Sponsorships & Advertising

Advertising and Promotional Opportunities from \$605

All Discover America Pavilion participation alternatives include listing in the Official Show Catalogue, Exhibitor Pass(es), and access to all Pavilion services.

Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

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