

MARYLAND GLOBAL EXPRESS

THE NEWSLETTER OF THE
BALTIMORE US EXPORT ASSISTANCE CENTER

“Your Gateway to the World”

**FEBRUARY 2009
NEWSLETTER**

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COMMERCIAL NEWS UPDATE

EXIM BANK to Provide Liquidity to Small Business Exporters

The Export-Import Bank of the United States (Ex-Im Bank) recently enhanced several of its trade finance products to help counter the tightening of credit and the lack of liquidity in the export marketplace. These enhancements will help U.S. exporters, particularly small-businesses, create and maintain export-related jobs.

Notable rule changes include:

- Companies that produce goods or services that are sold to U.S. companies and are subsequently exported will now be eligible to apply for working capital loans guaranteed by Ex-Im Bank
- Ex-Im Bank will now consider covering warranty letters of credit up to 20 percent of the loan amount or \$1.5 million, whichever is lower, for a term of 12 months
- Staff will now consider, on a case-by-case basis, reducing collateral requirements for letters of credit to 10 percent of face value, down from 25 percent currently versus 100 percent cash collateral for all letters of credit generally required by the private sector.
- \$2.9 billion in loan guarantees for exports to South Korea

Promote Your Products and Services in the United Arab Emirates and the Middle East with *Tejari*

Showcase your company, publish your product catalogue and issue trade leads in your own virtual showroom with Tejari's next generation eEXHIBIT service. Tejari enables buyers and US sellers to transact and share information about a variety of goods and services via a secured Internet environment. Tejari provides a single point of contact for an open and growing community of buyers and suppliers, permitting spot-purchasing and on-line auctions that enable participants' real-time access to new markets and greater cost savings. Send and receive trade enquiries through a sophisticated messaging centre and establish long term business relationships with new trading partners through Tejari's business matchmaking service. Tejari is a successful business unit of Dubai World-- the leading B2B online marketplace in the UAE and Middle East.

US Companies seeking to promote their products and services in the United Arab Emirates and the Middle East can register for free at: www.usexportsonline.com. The leading online trading platform in The Middle East.

“Notify US”

Have Your Say in the Development of International Technology Standards!

The National Institute for Standards and Certification Information has implemented a new feedback system - **NOTIFY US**. Notify U.S. is a free, web-based e-mail subscription service that offers U.S. entities (citizens, industries, organizations) an opportunity to review and comment on proposed foreign technical regulations that can affect their businesses and their access to international markets. The purpose of Notify U.S. is to collect and fulfill subscriber requests for information on World Trade Organization (WTO) Agreements relating to Technical Barriers to Trade (TBT). By subscribing to the Notify U.S. Service, U.S. entities receive, via e-mail, notifications of drafts or changes to domestic and foreign technical regulations for manufactured products. Included in the subscribers e-mail is a link to the Notify U.S. web site where they can read more information and order complete texts of the regulations for review and comment.

For more information: <https://tsapps.nist.gov/notifyus/data/index/index.cfm>

AGRICULTURE NEWS UPDATE

MEXICO UPDATE:

New Target Prices Announced Mexico City, January 13, 2009

On January 2, 2009, Mexico's Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Foodstuffs (SAGARPA) announced in the Mexican Federal Register (Diario Oficial) the new target prices used to determine support payments under the Income Target Program for producers of corn, wheat, sorghum, safflower, soybeans, sunflower, oatmeal, canola, cotton, and rice for the 2008/09 fall/winter to 2013 spring/summer planting seasons.

KENYA UPDATE:

Trade Policy Monitoring Nairobi, January 13, 2009

The Government of Kenya (GOK) will likely request a GSM-102 Credit Guarantee allocation for the purchase of approximately 300 thousand tons of U.S. white corn (\$100 million to be requested). To facilitate the purchase, the GOK has committed to permit U.S. white corn imports with moisture content not to exceed 14.5 percent on a case-by-case basis, and will sidestep the current ad-valorem tariff. The currently applied 13.5 percent moisture content limit and 50 percent ad-valorem tariff have kept U.S. corn out of this market in recent years.

KENYA UPDATE:

Food Emergency Declared Nairobi, January 13, 2009

The Government of Kenya (GOK) declared a food emergency on Friday, January 9, stating that about 10 million Kenyans, or approximately 25 percent of the population, are now or will soon be at severe risk of food shortages. Among the measures authorized by the GOK, as a result of the food emergency is the importation of an additional five million bags (about 450 thousand metric tons) of corn. With improved freight rates for delivery to east Africa, U.S. corn farmers may be in a position to help alleviate the corn supply shortage in the Kenyan domestic market.

EUROPEAN UNION UPDATE:

Pesticide Legislation Approved Brussels, January 14, 2009

The European Parliament today approved the new EU pesticides legislation, consisting of a Regulation on placing plant protection products (PPPs) on the market as well as a Directive on the sustainable use of pesticides. The vote at second reading was based on agreements reached with the Council in December 2008. The legislation will increase the number of plant protection products available in Member States while at the same time banning the use of certain chemicals considered dangerous in these products. Measures to ensure the safer use of pesticides in daily life will be introduced as well. Both pieces of legislation must now be endorsed by the Council but this should be a formality in view of the agreement reached in December. It will enter into force later this year.

INDIA UPDATE:

Grain and Feed Report Published New Delhi, January 14, 2009

India's 2009 wheat planting is marginally ahead of last year with growing conditions generally favorable. A significant build-up in wheat stocks combined with likely large production and procurement in FY 2009/10 could prompt the government procurement and higher stocks of rice, export restrictions are likely to continue. Indian basmati rice exports are restrained due to the Rs. 8,000 per ton export tax, which has been in place since April 29, 2008. Although the government lifted the export ban on corn in mid-October and provided some export subsidies, exports are slow as Indian corn prices remain uncompetitive in the world market.

COLOMBIA UPDATE:

Tariff Rate Quotas Announced Bogota, January 13, 2009

Tariff Rate Quotas (TRQs) were announced by the Colombian Government for yellow and white corn, soybeans, rice, and cotton. The yellow corn TRQ is larger than in previous years, and the rice quota creates the first opportunity for US paddy rice in five years.

UPCOMING COMMERCIAL SERVICE EVENTS



WEBINAR:

Selling Dental Equipment to Europe February 12, 2009

TIME: 11:00am – 12:15pm EST / 8:00am-9:15am PST

FEE: \$35

Are you interested in increasing your dental equipment and supplies sales to Europe? Do you find E.U. regulations difficult to navigate? Are you looking for good agents or distributors in Europe? Want to learn whether your company can succeed in Europe?

The U.S. Commercial Service Health Care Team is offering U.S. dental equipment and supply companies a unique opportunity to learn about five European markets of interest – Germany, Austria, Bulgaria, Belgium and the Czech Republic – in one session! You'll also learn about the International Dental Show in Cologne, Germany, Europe's premier dental industry event.

Presenters:

Mr. Nils Roeher, Commercial Specialist:
Dusseldorf, Germany

Dr. Manfred Weinschenk, Commercial Specialist:
Vienna, Austria

Ms. Uliana Kanelli, Commercial Specialist:
Sofia, Bulgaria

Ms. Danny Dumon, Commercial Specialist:
Brussels, Belgium

Ms. Veronika Novakova, Commercial Specialist:
Prague, Czech Republic

For more information and to register go to:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q24>

EXPORT TECH PROGRAM

Date TBA: May-June

Growth opportunities for manufacturers are increasingly shifting to international markets. Billions of new consumers in emerging economies have joined the global market, and the dollar has declined in value spurring exports to these markets. While in the domestic market, competition has become fiercer than ever. For all of these reasons, and more, global markets are becoming both more attractive and critical to a company's future.

The objective of the Export Tech program is to accelerate the pace, and increase the success rate, for companies as they pursue international sales growth.

Program Overview

The program involves 6-8 companies working as a group in a facilitated process, built around three day-long sessions, with work in between. The goal is to help these companies enter the international market for the first time, or expand from a limited base. Unlike a static course, the content is customized to the specific learning needs of participants, and leads ultimately to the development of an actionable international growth plan for each company. And most importantly, this plan is vetted by a panel of business and international experts in the final session.

Process

During the three sessions, spanning approximately 3 months, the participants gain an understanding of the imperative of seeing international opportunities, and the hurdles to expansion, as they work with the facilitators to develop a customized export plan for their company.

The program size is limited to approximately 8 participants to provide sufficient time and attention to each company's specific problems. The participants who are accepted for this course are from non-competing organizations. Each participant is encouraged to share strategic information as the international growth plan is developed.

Individuals interested in receiving more information about the event should contact:

Bill.Burwell@mail.doc.gov.



INDIA MEDICAL FAIR

New Delhi, India
March 27-29, 2009

Why be in the U.S. Pavilion? We make it easy!

- *Built-up space in the pavilion
- *Promotion
- *Directory
- *Industry and Embassy Briefing
- *Networking Event

Cost: \$3,200 (for min 9m²)****Make the most of your time in India by requesting pre-screened one-on-one meetings with Indian agents, distributors, and end users for an additional \$600.**

ABOUT THE EXHIBITION:

Exhibitor profile:

Medical Equipment, Hospital Supplies, Surgical Items, Medical Disposables, Rehabilitation Aids, Diagnostics, Hospital Furniture, Radiology & Imaging Equipment, Physiotherapy Equipment, Critical care/Emergency Equipment, Disinfections & Waste Management Systems, Medical Software, and Medical Publications.

Visitors Profile:

Medical Professionals/Doctors, Surgeons, Para-medical Professionals, Hospital Administrators, Pathologists, Radiologists, Physiotherapists, Distributors/Traders, Importers, Senior professionals from both Govt. and private hospitals

Healthcare Industry Trends: Indian healthcare industry is experiencing a rapid transformation. Healthcare is expected to be one of India's largest industries in the near term with present growth rates of around 13 percent per year. The Industry is estimated at US \$ 35 billion and is expected to reach over \$75 billion by 2012.

Reasons for demand for quality healthcare:

- Population of 1 billion people, growing at a rate of 1.6 percent per year
- Growth in affluence of middle-income consumers
- Rise of lifestyle-related diseases
- Increased coverage by medical insurance
- Growing medical tourism

Additionally:

-Medical infrastructure is far from adequate as demand surpasses availability. To meet growing demand, 1 million beds will have to be added by 2012. It requires a total investment of \$77.9 billion.

-The medical infrastructure market is expected to grow at 14.5 percent.

-New and up-graded hospitals are being planned by the government and private sector.

-Greater demand for medical equipment. The medical equipment segment is estimated over \$2.3 billion, is expected to reach \$5 billion by 2012. Imports account for over 65 percent of the entire medical equipment market.

-Government is in the process of establishing regulations for medical devices. Currently, few devices are regulated.

-Medical tourism is one of the major external drivers of growth of the Indian healthcare sector. It leverages high quality educated, English-speaking staff, state-of-the-art private hospitals and diagnostic facilities, and relatively low cost. Indian medical tourism was estimated at \$350 million 2006 and has the potential to grow into a \$2 billion industry by 2012.

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ENVIROTECH:

Trade Mission to Croatia, Italy & Greece March 30-April 4, 2009

The U.S. Department of Commerce is proud to announce a timely opportunity to meet business prospects in Croatia, Italy and Greece. The Environmental Technologies team will lead an official U.S. delegation to Western Europe this March-April.

Where: Zagreb, Croatia; Milan, Italy; and Athens, Greece, March 30-April 4, 2009

Who should apply? Best prospects include the following sectors:

- air and sea pollution control
- alternative fuels
- eco-construction
- emissions control
- energy conservation
- environmental safety
- recycling
- remediation and restoration
- renewable energy
- waste management
- waste-to-energy
- water treatment

Why? Croatia, Italy and Greece offer strategic platforms for leveraging business in the burgeoning Western Europe regional market. These three expanding markets in Europe are stepping up efforts to meet ambitious European Union (EU) goals for sustainable development and resource management. Join today to start your company on this exciting opportunity.

When? Participation closes February 12, 2009.

Questions? Please apply via our official application or if you have questions, please contact our Team Mission Project Officer, Jessica Arnold, by [email](#) or by calling (202) 482-2026.

EASTERN SHORE SEMINAR: Growing Your Export Business: China, Korea & Taiwan Date TBA: Late March

Baltimore US Export Assistance Center in collaboration with Queen Anne's County Chamber of Commerce will host the seminar, "Growing Your Export Business: China, Korea & Taiwan" on the Eastern Shore in late March. Companies interested in receiving more information about the event should contact: Janee.Pierre-Louis@mail.doc.gov.

If you're doing business in the Asia/Pacific region, this is the one conference you can't afford to miss.

2009 ASIA/PACIFIC BUSINESS OUTLOOK

April 6-7 • Los Angeles

APBO 2009 brings the experts closer to you. It is a very rare opportunity for U.S. exporters to meet with thirteen Senior Commercial Officers (SCOs) from throughout the East Asia Pacific region and India at one venue. The SCOs from American embassies, consulates and institutes in Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, 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
- Assess challenges in the marketplace
- Understand how to capitalize on 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

Early Registration: \$675 (Before March 13)

Regular Registration: \$825 (After March 13)

USDOC Registration Code: DOC2009 (Please be sure to include this code when registering) Please contact Janee.Pierre-Louis@mail.doc.gov for info.



WEBINARS:

Selling Medical Equipment in Mexico and Brazil April 22, 2009 & May 14, 2009

WEBINAR 1: SELLING MEDICAL EQUIPMENT IN MEXICO

TUESDAY, APRIL 22, 2008 @ 11:00 AM PST

Webinar 2: Selling Medical Equipment in Brazil

Wednesday, May 14, 2008 @ 10:00 AM PST

COST: \$85 per webinar. Fee is per participant.

Webinar Series Overview

- Does my medical equipment have potential in Mexico and Brazil?
- How do I register my product in these countries?
- Can my in-country distributor help with the regulatory approval process?
- What are other companies doing to be successful in these markets?

This Webinar Series will provide **answers to these questions** by providing a highly focused, interactive seminar in a "virtual classroom" setting that covers distribution, marketing, and regulatory issues related to selling medical equipment in Mexico and Brazil.

Each Webinar includes:

- Market Overview
- Best Prospects
- Comprehensive review of the regulatory approval process
- Individual questions or issues addressed (when submitted **prior** to webinar)
- U.S. company sharing best practices
- Electronically delivered resource guide that will supplement the information presented during the webinar

Please contact Jeanne.Townsend@mail.doc.gov for more information.



TRADE WINDS FORUM: Eastern Europe Trade Mission And Business Conference Warsaw, Poland April 20-22, 2009

The 2009 program will offer a Pan-European Business Conference, client consultations with Senior Commercial Officers and business-to-business matchmaking meetings with prospective partners from Poland and the surrounding markets of the Czech Republic, Slovakia, Hungary and Lithuania.

We are very excited to be working with the Europe SCOs once again and we look forward to building on our past success in Crystal City (2007) and Turkey (2008) with another successful program in Poland in 2009.

Cost: \$1,650 for companies with less than 500 employees, \$2,850 for companies with more than 500 employees.)

****Make the most of your time in Poland by requesting customized Gold Key Business Appointments in the European market of your choice for an additional fee of \$700 per country. Spin-Offs will be scheduled April 16-17 or April 27-28.**

For questions and to reserve your spot, contact Greg Sizemore at (704) 333-4886 ext. 229 or greg.sizemore@mail.doc.gov⁶

New Market Research

Below is a short list of our new market research in the ICT, security and defense sectors from the past month - for more info on these & other free reports, visit http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no

Argentina: Aviation and Parts

Australia: Port and Harbor Security

Australia: Telecommunications

Brazil: Brazilian Government studies airport Privatization

Brazil: Brazilian Navy wants to build patrol ships

Brazil: Tranquedo Neves International Airport - Industrial Airport

Canada: Government Tendering Opportunity Surveillance and Roadside Bomb Detection

Canada: Small Unmanned Aerial Vehicle (SUAV) Services in the Defence Industry

Canada: Government Tendering Opportunity - Secure Online Systems Upgrade

Egypt: Egypt Combats Software Piracy

European Union: EU Funds for security research

Finland: Overview of the Aerospace Market

Finland: Audiovisual Market

Germany: The Audiovisual Market

Greece: Defense Procurement

Greece: Audio Visual Market Guide

Greece: Tender for security systems at ammunition depots

Hong Kong: Selling to the Hong Kong Government

Hong Kong: Financial IT Security

India: Airport Infrastructure

Japan: Broadband Market Update

Mexico: Air Cargo Transportation

Mexico: Telecommunications Regulation Updates in the Telecom Sector 2008

Other: NATO Procurement process

South Korea: Sensor Industry

Tunisia: International Tender for a 3rd Telecom License

United Kingdom: Airport Expansion 2008

Venezuela: Software Industry Overview

Vietnam: The Information and Communications Technology Industry

Baltimore Export Assistance Center Contacts

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Healthcare Technologies/Biotechnology

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