

# MARYLAND GLOBAL EXPRESS

THE NEWSLETTER OF THE  
BALTIMORE US EXPORT ASSISTANCE CENTER

“Your Gateway to the World”

**MARCH 2009  
NEWSLETTER**

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## COMMERCIAL NEWS UPDATE

### Avoiding Business Scams

There has been a recent reported increase in the number of unsolicited buyer requests from China. Please be aware of these suspicious activities in order to safeguard your company:

- The Chinese company contacted you, unsolicited, via the web
- The Chinese company has "Import - Export" in their name
- They want to purchase an unusually large volume of goods
- They insist that your senior executive travel to China to sign the contract
- They request money prior to signing the contract to pay for a reception or for contract administrative fees.
- They have been in business for less than one year and/ or have very young ownership
- They can provide no verifiable references

If one or more of these characteristics looks familiar, be suspicious and conduct due diligence on the Chinese entity. Your company should immediately be suspicious of requests by a Chinese entity to outlay any cash or payment in advance of reaching an agreement. Requests for sharing notarization fees or other contract administration costs, gifts, hosting of banquets are just some of the ways in which fees are solicited.

Regarding self initiated due diligence, companies are advised to ask for trade references, including the names and contact information of American companies with which the Chinese company has successfully partnered in the past. The U.S. company is strongly urged to follow up on those references. If the Chinese entity has never successfully partnered with an American company, it is obviously more risky. If the Chinese company cannot provide trade references, it also involves more risk.

If your company believes you have credible export opportunities in China and elsewhere, you can order a due diligence report on prospective buyers and distributors through the Commercial Service's International Company Profile Report. Please contact the [U.S. Export Assistance Center](#) in Baltimore for more information.

### Saudi Arabia Begins Enforcing New Country of Origin Requirements

Saudi Arabia began enforcing new country of origin requirements on February 1, 2009. Under the new requirements, announced in March 2008, for all import shipments, country of origin should be embossed/engraved on all items. Shipments sent before February 1, 2009, will not automatically be returned. However, the Saudi Arabian importer will: a) have to write out a statement to Saudi Customs saying they are now aware of the rule and it will not happen again; b) will have to pay a SR 5000 fine (US\$1,333.00), and c) must imprint the shipment in Saudi Arabia with the proper markings within two weeks, for the shipment to be released. Saudi Customs said the new rule was put in place as part of the Saudi Arabian government's commitment to protect foreign companies from trademark infringement in Saudi Arabia.

For more information, please contact your [Trade Specialist](#).

# AGRICULTURE NEWS UPDATE

## TAIWAN UPDATE:

### Organic Products: Taiwan to Implement New Regulations and Labeling Requirements

Taipei, January 23, 2009

The Taiwan Council of Agriculture (COA) plans to implement new regulations for “Imported Organic Agricultural Product and Organic Agricultural Processed Products” as of January 29, 2009. According to the latest notification on January 22, 2009 on Taiwan’s [Executive Yuan](#) web site, products manufactured before January 31, 2009 will be exempt from the new labeling requirements until July 31, 2009. For products manufactured after January 31 2009, imported raw or processed organic agricultural products must be sourced from COA recognized countries of equivalence and must comply with new labeling requirements. The U.S. Agricultural Attaché’s latest [report](#) from Taiwan provides all the details on how U.S. exporters can comply with these labeling requirements.

## JAPAN UPDATE:

### U.S. Agriculture Trade Office Helps Develop New Markets for American Agriculture

Tokyo, February 13, 2009

The U.S. Agricultural Trade Office (ATO) in Japan is developing new markets for American food products. In partnership with some of Japan’s largest supermarket chains, the ATO is educating Japanese consumers on the reliability, safety and high quality of American food products; showcasing the United States as the most dynamic food culture in the world. In cooperation with U.S. agriculture partners, ATO is developing several American food promotions. ATO is working with Daiei, Japan’s third largest supermarket chain, to hold an annual American Fair food promotion. The first American Fair was held from July 19-21, 2008, at a total of 360 outlets throughout Japan and resulted in sales of US\$2.5 million in U.S. food products. Strong relationship building with Daiei helped the ATO coordinate this successful event, which was the first American Fair held by Daiei in 12 years. Two hundred American food items were sold at all of Daiei’s 360 outlets throughout the country. These items included beef, pork, Alaskan seafood, California fresh produce, Northwest cherries, dry fruits, a variety of snack and processed foods, wine, beer and soft drinks. The U.S. Agricultural Attaché’s latest [report](#) from Tokyo provides all the details.

## FRANCE UPDATE:

### New Authority to Determine Economic Viability of Bio Tech Crops

Paris, February 12, 2009

On December 7th, France created a new biotech approval authority (High Biotech Committee) under a biotech bill passed in June, 2008. Next steps will include the selection of a president and members of the High Committee, which will include social and ethical representatives in addition to scientists. The new competent authority must recommend the technical conditions for producing biotech crops through a new framework on the coexistence of genetically modified, conventional and organic crops to the French Government. In response to public demand for input, a working group formed by the French Ministry of Agriculture will meet in February to provide recommendations on coexistence rules. Its membership will include representatives from the farming community, agrofood industry, researchers, environmentalists and local authorities. Their conclusions will be a factor in the coexistence rules to be recommended by the High Biotech Committee. The final decree, to be established by the Minister of Agriculture and the Minister of Environment, will influence, to a great extent, the economic viability of biotech crops in France. The U.S. Agricultural Attaché’s latest [report](#) from Paris provides all the details.

## GERMANY UPDATE:

### Constitutional Court Rules Check-off System for Commodities Illegal

Berlin, February, 17, 2009

On February 3, 2009, The German Constitutional Court ruled that the mandatory check-off system for agricultural commodities violates the German constitution and is illegal. The court ruled that the check-off program unfairly interferes with entrepreneurial freedom and stated that the information gathering and agricultural promotions are no longer a government task to be financed with special duties. As a consequence of the ruling, the German agriculture and food industries will either have to develop their own sector-related generic promotion programs and information gathering and analysis or general governmental funds will have to be provided to accomplish these efforts. For more information on this topic, read the U.S. Agricultural Attaché’s latest [report](#) from Berlin.

## UPCOMING COMMERCIAL SERVICE EVENTS



### SAVE THE DATE!

#### EASTERN SHORE SEMINAR:

**Growing Your Export Business:**

**China, Korea & Taiwan**

**Date TBA: Late April/Early May**

The Baltimore US Export Assistance Center in collaboration with the Queen Anne's County Chamber of Commerce will host a seminar, "Growing Your Export Business: China, Korea & Taiwan" on the Eastern Shore in late April/early May. Commercial Service Officers who each have extensive in-country experience in these markets will share their knowledge through presentations, as well as counseling sessions. Representatives of M&T Bank and the Small Business Administration (SBA) will also be on hand to present and share helpful financing information for businesses.

Companies interested in receiving more information about the event should contact: [Janee.Pierre-Louis@mail.doc.gov](mailto:Janee.Pierre-Louis@mail.doc.gov).

### CAIRO INTERNATIONAL FAIR

**CAIRO, EGYPT**

**MARCH 18-29, 2009**

The U.S. Commercial Service is organizing a Catalog Show for U.S. Medical and Healthcare companies to be held at the largest annual exhibition in Cairo, Egypt. This show is designed to help U.S. companies identify new partners and direct buyers, increase international sales, and explore market opportunities in the wide spectrum healthcare industry in Egypt through this efficient yet inexpensive export promotion event.

Participation in this catalog show will especially help New to Market/New to Export companies explore foreign markets, find local partners, and increase sales with a cost effective means.

**Cost:** \$300

If you are interested in participating in this catalog show, please contact: [Jihan.Labib@mail.doc.gov](mailto:Jihan.Labib@mail.doc.gov).

### 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](mailto: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 9m<sup>2</sup>)\*\***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:** The 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.

### Contact:

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New Delhi

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## Rio de Janeiro, Brazil April 14-17, 2009

*As Latin America's largest aerospace and defense show, LAAD 2009 is a must for U.S. exporters looking to increase their presence in Latin America.*

LAAD 2009 will feature equipment and services for the military, internal security and Special Forces, and state-of-the-art equipment and services to the conventional armed forces of Latin America. Exhibits include: aerospace materials and interiors, airport ground support equipment, aircraft maintenance services and equipment, avionics and radar systems, simulators and training equipment and unmanned aerial vehicles.

Latin America's defense market represents emerging opportunities for aerospace manufacturers with a growing demand for new and upgraded fighters, surveillance and patrol platforms, air-to-air tankers and counter-insurgency/anti-narcotics equipment.

### US Commercial Service Programs at LAAD 2009:

#### Option #1: Aerospace Executive Service (AES)

U.S. firms participating in the AES matchmaking mission will benefit from individualized, pre-screened appointments with agents, distributors, and end-users whose capabilities are targeted to each U.S. participant's requirements.

#### Option #2: Catalog Show

Brochures and catalogues will be displayed at the Product Literature Center in the U.S. Pavilion. With your input, our local staff will introduce your company's product or service to interested visitors and provide you with a screened list of those who express interest in your company's product or service.

#### Option #3: U.S. Pavilion

This option is ideal for U.S. states representing several companies and for companies who wish to exhibit at the show under the USA banner.

#### Registration deadline is March 1, 2009.

Please fill out the registration form at:  
<http://www.buyusa.gov/connecticut/laad2009.html>

For more information on any of these programs, please contact: [Melissa.Grosso@mail.doc.gov](mailto:Melissa.Grosso@mail.doc.gov).

## BULMEDICA 2009

Sofia, Bulgaria  
May 12-15, 2009

The US Department of Commerce is offering US firms affordable, proven ways to promote products and services and gain valuable business contacts in Bulgaria's fast growing medical market. Bulmedica will showcase your firm's sales literature to business visitors, helping you identify potential customers and test the market without leaving your desk. **Cost:** \$300. For more information contact:  
[Uliana.Kanelli@mail.doc.gov](mailto:Uliana.Kanelli@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](mailto: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](mailto: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.gov](mailto:greg.sizemore@mail.doc.gov)<sup>6</sup>

**KAZAKHSTAN TRADE MISSION:**  
**Healthcare and Medical Equipment**  
**May 11-14, 2009**

The four-day mission to the cities of Astana and Almaty will assist representatives of US companies with their efforts to identify profitable opportunities and new markets. Mission members will meet with relevant government ministries and committees, potential distributors and business partners, and participate in the 16<sup>th</sup> Annual Kazakhstan International Health Care Exhibition.

**Cost:** \$3,600 for a SME, \$6,150 for larger firms.

For questions and to reserve your spot, contact: [Nurlan.Zhangarin@mail.doc.gov](mailto:Nurlan.Zhangarin@mail.doc.gov).

# ***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](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

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## ***BALTIMORE EXPORT ASSISTANCE CENTER CONTACTS***

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### **Energy/Environment/Tourism**

Contact: Jolanta Coffey

[Jolanta.Coffey@mail.doc.gov](mailto:Jolanta.Coffey@mail.doc.gov)

### **Information Technology/Telecommunications**

Contact: Louisa Chiang

[Louisa.Chiang@mail.doc.gov](mailto:Louisa.Chiang@mail.doc.gov)

### **Healthcare Technologies/Biotechnology**

Contact: Jeanne Townsend

[Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

### **Education/Agricultural Products/Processed Foods**

Contact: Janee Pierre-Louis

[Janee.Pierre-Louis@mail.doc.gov](mailto:Janee.Pierre-Louis@mail.doc.gov)

### **General Services/Financial Services/Manufacturing**

Contact: Bill Burwell

[Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov)

### **Small Business Administration (SBA)**

Contact: Michele Kennedy-Kouadio

[Michele.Kouadio@mail.doc.gov](mailto:Michele.Kouadio@mail.doc.gov)

**Call us today! 410-962-4539**  
**<http://www.buyusa.gov/baltimore>**