

“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>



February 2008 NEWSLETTER

Edited by Ayaz Rahemanji & Michael Herman

INTERNS SPRING INTO ACTION



The Baltimore USEAC would like to acknowledge its three Spring 2008 interns: Ayaz Rahemanji, Michael Herman, and Jannelle Aimee Azzaro. All three interns will take part in an integral role in assisting clients develop their businesses and export internationally through research of potential markets, organize and attend events for international market seminars, manage the newsletter, and notify clients of market opportunities as well as trade and promotional events. Their resumes are available upon request.

Ayaz Rahemanji is a senior at Towson University and is graduating this spring 2008. He is an Economics major with a Business Administration minor and is highly involved in a professional business fraternity. Currently he works with the US Export Assistance Center on Monday, Wednesday, and Friday; while also interning at Merrill Lynch. Ayaz is currently in the job market pursuing a full-time position in the Baltimore/Towson area.

Michael Herman is currently a senior at Towson University and is scheduled to graduate in Spring 2008. He is a Business Administration major with a concentration in Management and Human Resources.

Jannelle Aimee Azzaro is from Rumson, New Jersey and attends Loyola College. She is a senior and will be graduating in May 2008 with a degree in International business. Jannelle hopes to get a job working for an international company in New York City after graduation. She also plans to go back to school to get her masters degree in 2009.

PARTICIPATE IN THE KOREA MARKET BRIEFING: A WEBINAR ON KOREA'S OUTBOUND TRAVEL MARKET TO THE U.S. FEBRUARY 26, 2008

The Korea Market Webinar will be on Tuesday, February 26, 2008 at 6:00 PM Eastern / 3:00 PM Pacific (webinar will last approximately 1 hour). The cost of the webinar will be \$35.00. The Webinar will cover:

- Korean outbound travel market to the United States (presented by U.S. Commercial Service Korea and Office of Travel & Tourism Industries)
- Tips for success in the Korean market (presented by David Ruch, Chairman of Visit USA Committee Korea and General Manager of United Airlines Korea)
- Visa process in Korea and Visa Waiver Program update (presented by Julia Stanley, Consul General at U.S. Embassy)
- Question & Answer Session - Opportunity for you to ask your specific questions.

To participate in this webinar, please click the following link for registration and payment information:

<http://www.buyusa.gov/nevada/korea.html>.

COMMERCIAL SERVICE TRADE MISSION ISTANBUL, TURKEY APRIL 14-16, 2008

The United States Department of Commerce, International Trade Administration, U.S. Commercial Service (CS) Office of Domestic Operations and Office of International Operations are organizing a trade mission to the Trade Winds Europe – Business Development Forum in Istanbul, Turkey on April 14-16, 2008. Building on the momentum and theme of the Trade Winds Forum that was held in Crystal City, Virginia in May of 2007, the CS has designed a client oriented event consisting of a full day conference program; Senior Commercial Officer (SCO)-Client Consultations; and business-to-business matchmaking program. This forum will focus on the larger

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Pan-European market and enable companies to take the next step in entering or expanding business in the European market. Held in conjunction with the Europe SCO Conference, this "in-market" trade event enables the CS to offer a program that no other organization can.

The Trade Winds Europe mission offers an opportunity for U.S. manufacturers and service providers to meet with international agents, distributors and end-users whose capabilities are targeted to each U.S. participants' needs in that particular market. Mission participants will also meet with key local industry contacts who can advise on local market conditions and opportunities.



During the trade mission, participants will be exposed to these market opportunities and develop key government and private sector contacts in Turkey. Trade Mission activities will include a Pan-European Business Conference, Turkey country market briefings, private consultations with the Senior Commercial Officers in Europe, and one-on-one appointments with prospective business partners. opportunities and market intelligence to help them successfully expand into this dynamic market.

Participation Fee: \$1,350.00 per company
 Fee is for one company representative. An additional \$400 will be charged for each additional company representative.
 Fee includes the following:

- Pan-European Business Conference
- Private Consultations with Senior Commercial Officers
- Pre-screened, individualized appointments with potential business partners in Turkey
- Commercial News USA Advertisement in Special Trade Winds Europe Edition
- Country Market Briefing on Turkey
- Networking Opportunities including Luncheons & Reception in Istanbul
- Pre-Departure Counseling and Follow up Assistance

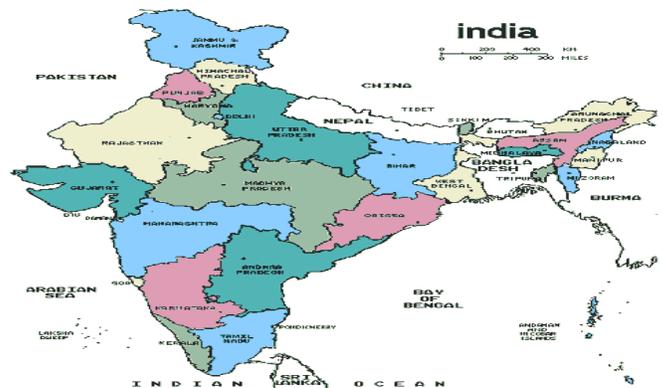
**Fee does not include air travel or lodging. This event is open to 50 U.S. companies with market potential in Turkey and Europe. Space is available on a first-come, first-serve*

basis. Your participation is not secured until payment is processed. Depending upon availability registration will close on or before February 1, 2008.

For More Information: Please contact any of our Trade Winds Europe Team members

- Debora Sykes**, Ph 856-722-1032/
 Email: debora.sykes@mail.doc.gov
Janice Barlow, Ph 215-597-6126/
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RECENT MARKET OF THE MONTH: INDIA



The Republic of India has hit a population of over 1.1 billion people, a GDP that is growing at a rate of 7% a year and produced ground breaking construction, making India one of the fastest growing economies in the world. While the US dollar is depreciation in relation to foreign currency, it gives US exporters a golden opportunity to capitalize and seize these markets. The most promising investment opportunities exist in healthcare services, retailing and biotechnology.

Indian tariffs have been reduced progressively since the early 1990's. Tariffs and poor infrastructure present the biggest obstacles to foreign investment and growth, but India's infrastructure requirements also present trade and investment opportunities for American companies. Key factors to doing business successfully in India include: finding good partners who have knowledge of the local market and procedural issues; good planning; aggressive due diligence and follow up; and patience and commitment.

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New businesses must address issues of sales channels, distribution and marketing practices, pricing and labeling and protection of intellectual property. Relationships and personal meetings with the potential agents are extremely important. U.S. companies, particularly small and medium-sized enterprises, should consider approaching India's market on a local level. Good localized information is a key to success in such a large and diverse country. Market entry options include using a subsidiary relationship, a joint venture with an Indian partner, or using a liaison, project, or branch office.

Best prospect sectors for U.S. exports are:

- Airport & Ground Handling
- Computer and Peripherals
- Education Services
- Electrical Power Generation, Transmission & Distribution Equipment
- Food Processing & Cold Storage Equipment
- Machine Tools
- Medical equipment
- Mining & Mineral Processing Equipment
- Oil & Gas Field Machinery
- Pollution Control Equipment
- Safety and security equipment
- Telecommunication Equipment
- Textile Machinery

EXHIBITION AND MEETING

APRIL 4-8, 2008



The International Dental Exhibition and Meeting in Singapore is the most internationally oriented dental trade show in the Asia-Pacific region. The South East Asia region is an especially promising market, where the dental care industry has accelerated rapidly over the last five years. The show provides a high-profile venue for promoting a variety of dental products used by professionals. The exhibition includes all aspects of dental care, repair, prosthetics, dental practice management, furnishings and materials for dental practice and laboratories.

The IDEM has received Trade Fair Certification status from the U.S. Department of Commerce, assuring U.S. exhibitors of

U.S. Commercial Service support both in the U.S. and Singapore. For additional information about exhibiting or attending IDEM 2008, please contact Darrin Stern, Koelnmesse Inc. by phone (773) 326-9925 or email at tertrtd.stern@koelnmesse.com.

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 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 U.S. sometime in the second quarter. For additional information about please contact Louisa Chiang by email Louisa.Chiang@mail.doc.gov or Ayaz Rahemanji by email at arahem1@towson.edu.



ASIA PACIFIC BUSINESS OUTLOOK

APRIL 7-8, 2008

This Asia Business Outlook will be held in Los Angeles, California on April 7-8, 2008 at University of Southern California, Davidson Conference Center. The Registration Fee before March 10 is \$775, thereafter cost is \$925. When registering use the referral code DOC2008 when prompted and indicate the name of the trade specialist that you are working with. For more information please visit the website <http://www.buyusa.gov/asianow/apbo2008.html>.

COMMERCIAL SERVICE TRADE MISSION TO

SUB-SAHARAN AFRICA

MARCH 3-11, 2008



Director General Israel Hernandez will lead a Trade Mission to Accra, Ghana; Lagos, Nigeria; and Johannesburg, South Africa. This is a tremendous opportunity for U.S. exporters seeking an entry into the burgeoning Sub-Saharan regional market. Recruitment closes December 10, 2007. Space is limited to 15 qualified U.S. firms, so please encourage your best clients to apply now! Contact Jessica Arnold (tel: 202-482-2026), Lisa Huot (tel: 202-482-2796), or Mara Yachnin (tel: 202-482-6238). More information, including registration materials and a downloadable flyer, is available on the website: <http://www.export.gov/africamission>

INTERNATIONAL DENTAL

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Selected U.S. Commercial Service 2008 Trade Events

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

2008 Aerospace Executive Service Trade Mission

Singapore

February 18-19 2008

This trade mission will run concurrently with the 2008 Singapore Airshow. In addition to one-on-one appointments, business counseling will be available from commercial specialists from 14 Asian posts who will be attending the show under the Commerce Department's Asia Now program. This event is now sold out. For information on future events, contact Jason Sproule of the USFCS, tel.: (949) 660-1688; e-mail: jason.sproule@mail.doc.gov.

Singapore Air Show

Singapore

February 19-24, 2008

The Singapore Airshow is one of the top three international air shows and is set to build on last year's success. The event will feature a Regional Air Chief conference, an international procurement conference, static aircraft displays, aerobatic flying displays, and an airport pavilion. The show will focus on the Asia-Pacific region, which is the world's fastest growing civil and defense aviation zone.

Def Expo 2008

New Delhi, India

February 16-19, 2008

India's Defense Exposition (DEFEXPO) is to Land and Naval Warfare Systems what Aero-India is to Aviation and the Air force, sans live demonstrations. A biennial event held at the *Pragati maidan* grounds in New Delhi between 16-19 February 2008 and organized by the Indian Defense Exhibition Organization, DEFEXPO-2004 was clearly India's largest international military exhibition of related systems, covering a display area of 18,000 sq.m and exhibitors from 22 different countries. Although the focus was on Land and Naval Systems, large elements of aviation were also present and these will be covered in extra depth. As with the latter, DEFEXPO-2008 provides an opportunity to view and

understand the current trends and technologies of the 21st century Defense Industry.

EUROSATORY

Land and Land/Air Defense Exhibition

Paris-Nord, Villepinte, France

June 16-20, 2008

EUROSATORY has established itself as the premier land and land-air defense trade show serving the global defense market. It features 1100 exhibitors from 50 countries and welcomes 50,000 military and business visitors from 170 countries. It is attended by high ranking visitors including defense ministers, chiefs of staff, senior army commanding generals, top government decision makers, ministers of defense and corporate officials. It is not open to the public. This show is certified by the U.S. Department of Commerce and supported by the U.S. Department of Defense. The Association of the US Army (AUSA) organizes a U.S. Pavilion at this event. For information on exhibiting in the U.S. Pavilion, please contact: William A. Warnes, MIC of Sales, USA Pavilion, tel: (703)-527-8000; e-mail: bill@micexpos.com

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

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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.

Farnborough Air Show

*Farnborough, United Kingdom
July 14-20, 2008*

The Farnborough International Airshow is organized by Farnborough International Ltd (FIL), a subsidiary company of the UK's aerospace trade association, the Society of British Aerospace Companies (SBAC). FIL is focused on delivering an innovative and cost-effective exhibition, maintaining the standing of the show as a world-class event in a competitive global industry. Farnborough International Limited has its permanent headquarters at Farnborough Aerodrome.

China - TBD

Looking at a team strategy in China for the coming year; please let me know if you're interested in being involved.

Environment

Contact: Jolanta Coffey

WASTE EXPO 2008

*Chicago, IL
May 5-8, 2008*

The U.S. Commercial Service's Global Environmental Team, in cooperation with Waste Expo, will offer US firms the best information and assistance in helping their company break into global markets at WASTE EXPO 2008. The U.S. Department of Commerce will pre-schedule one-on-one meetings between international firms and US firms at Waste Expo 2007 in Atlanta, GA on May 8-10. International buyers from markets all over the world will be available to meet with U.S. firms who compliment the requested products/technology they are seeking. This will include representatives from overseas environmental companies and government officials interested in meeting with U.S. technology suppliers. For more information contact Jolanta.Coffey@mail.doc.gov or visit <http://www.buyusa.gov/environmental/wasteexpo08.html>.

For more Environmental Technology events visit <http://www.buyusa.gov/environmental/upcomingevents.html>

IT

Contact: Louisa Chiang

Int'l Wireless Communications Expo 2008

*Las Vegas, NV
February 27-29, 2008*

International Wireless Communications Expo (IWCE) is the one place where all industries and communications

professionals come together to share thoughts and ideas on wireless communications technologies. IWCE is the one mobile communications show attracting a multitude of technologies. Presenting you with the information and products that you need to keep pace with the changing regulatory climate and advances in technology. For registrations, contact Registration/Customer service at registration@penton.com

Special CeBIT 2008 American Business Center

*Hannover, Germany
March 4-9, 2008*

CeBIT is the world's largest IT and telecommunications trade fair. In 2006, the event featured over 6,200 exhibitors from 70 countries and welcomed more than 430,000 guests. Last year, business worth close to 11 billion euros was facilitated through this internationally prestigious event. Exhibitors from business process, communications, digital equipment and systems, banking and finance, cutting-edge research and public sector divisions will all be represented. For more information, please visit: www.buyusa.gov/germany/en/cebit.html

American Business Center links:
http://www.buyusa.gov/germany/en/cebit_ceo.html

CONEXPO-Con/Agg

*Las Vegas, USA
March 11-15, 2008*

CONEXPO is an international gathering place in 2008 for the construction industries. This is held every three years, the exposition showcases the latest equipment, products, service and technologies. It will be held in the Las Vegas Convention Center. For more information, please visit: <http://www.conexpoconagg.com/index.asp>.

Medical

Contact: Jeanne Townsend

SELLING IN BRAZIL WEBINAR Selling Medical Equipment in Brazil

*Webinar
March 6, 2008 & April 4, 2008
Cost: 85.00*

Many of your basic questions will be answered in the "How to Sell Medical Equipment in Brazil" Webinar. You'll find out what other companies are doing to be successful in Brazil and get key insight into distribution, marketing, and regulatory issues related to selling medical equipment in Brazil. This highly focused, interactive seminar in a "virtual classroom" setting will give you the edge you need to sell successfully in the lucrative Brazil market.

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NATURAL PRODUCTS EXPO WEST 2008

Trade Promotion Event

Anaheim, California (USA)

March 13-16, 2008

Natural Products Expo West is the Largest U.S. Natural, organic and healthy products trade show. They show provides healthy food and lifestyle products for an audience of retail buyers, media and industry members. The U.S. Commercial Service in Jakarta plans to promote the event and recruit a buyer delegation to attend the event. One-on-one meetings with U.S. companies will be arranged at the request of the delegation members.

ANALYTICA 2008

Global Trade Program

New Munich Trade Fair

April 1-4, 2008

Analytica 2008, which includes the Analytica Conference, is the World's largest trade show for analysis and the life sciences and biotechnology, high tech laboratory automation and data process management. The 2008 Analytica event is expected to attract over 29,000 visitors with over 1,000 exhibitors. Show attendees will include major decision makers and users from chemical, medical, and pharmaceutical sectors as well as from industrial and government research organizations.

SOUTHEAST ASIAN HEALTHCARE & PHARMA SHOW 2008

Catalog Event

Kuala Lumpur Convention Center

April 12-14, 2008

Cost: 150.00

The Southeast Asian show has been held annually since 1996 and has been certified by the Department of Commerce twice. The show covers a broad range of products and services of healthcare such as hospital equipment, medical devices, homecare, laboratory, pharmaceuticals, dental, and health IT. It is the biggest healthcare trade show in Malaysia, open to only to trade and professional visitors.

ORTHOPADIE+REHA-TECHNIK

Catalog Event

Leipzig

May 21-24, 2008

Cost: 750.00

The medical selector's leading event worldwide. The event takes place every two years and combines the presentation of innovations and new products at the trade fair with further professional training of the highest international quality.

U.S. Healthcare Technologies Trade Mission

Italy, Greece and Cyprus

May 28 - June 3, 2008

The United States Department of Commerce, International Trade Administration, U.S. Commercial Service (CS), Office of Global Trade Programs, in coordination with the Global Healthcare Team and Commercial Service Milan, Rome and Athens, and U.S. Embassy Cyprus, is organizing a Healthcare Technologies Trade Mission, May 28-June 3, 2008, to Bologna, Italy and Athens, Greece. As a first-time initiative, agents and distributors from Cyprus will also be invited to meet with U.S. mission participants in Athens, as part of the mission. For more information about this event email Tembi Secrist at Tembi.Secrist@mail.doc.gov.

Safety/Security

Contact: Stephen Anderson

SOFEX 2008 Catalog Show

Amman, Jordan

March 31- April 3, 2008

SOFEX 2008 is a four-day event that kicks off with a one day conference program comprising of a series of comprehensive and topical seminars delivered by key military officials and defense manufacturers from around the world, tackling a wide range of issues pertinent to current counter terrorism and homeland security issues. Exhibitors from Australia, China, Germany, France, India, Iraq, Italy, Jordan, Lebanon, Poland, Qatar, Romania, Russia, South Africa, Sweden, Switzerland Turkey, Ukraine, United Arab Emirates, United Kingdom and the United States of America, and is expected to have around 50 delegates present at SOFEX 2008. SOFEX is a certified event by the Department of Commerce. There will be 36 U.S. manufacturers and service providers that is still the largest national pavilion at SOFEX. For more information contact Fareedon Hartoqa at Fareedon.Hartoqa@mail.doc.gov.

Defense Services Asia (DSA 2008)

Kuala Lumpur, Malaysia

April 21- 24, 2008

The first security show of the year and is also the first security show of choice. ISC West - the security event that buyers say is the best in the industry with over 15,300 security buyers and a total of over 24,300 industry professionals+, 44% of whom do not attend any other security event. ISC West attendees give it the highest marks for offering the largest selection of products and services and for being the best place to see new products and trends. For more information contact Ahmed Khayyat at ahmed.khayyat@mail.doc.gov.

Moscow International, Security & Fire Safety Exhibition (MIPS 2008)

Moscow, Russia

April 22 - 25, 2008

MIPS is recognized for drawing the largest number of foreign manufacturers of CCTV equipment. Industry experts repeatedly single out MIPS as the best event for manufacturers looking for distributors in Russia. According to the Russian Security Media & Exhibitions Brand Awareness report for

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2006, MIPS is the best organized Russian security show. MIPS is also highly recommended by U.S. exhibitors and visitors. Showcasing a wide variety of the latest products, and held in the conveniently located Olimpiysky Sports Complex, MISPS offers the best support for visitors. In 2005, there were exhibitors from twenty-four countries participating in MIPS. Typically 75% of the exhibition space is booked for the next year's show during the event. For more information about this event visit the event website at: <http://www.mips.ru/eng/> or e-mail Scott Bozek at scott.bozek@mail.doc.gov.

Travel and Tourism

Contact: Jolanta Coffey

MITT

*Moscow, Russia
March 19-22, 2008*

This is one of the world's most influential exhibitions serving the Travel & Tourism industry and the largest event of its kind in Russia. This year, the show celebrates its 15th anniversary. MITT continues to deliver a keen and valuable audience to

exhibitors year after year. Last year, over 81,880 visitors attended the event - 50,130 of whom were trade professionals representing 2,700 exhibitors, including 1,500 international - and a record number of visitors. Over 118 countries and regions were represented at the show last year. If you would like to participate, please contact Jolanta.Coffey@mail.doc.gov or visit <http://www.mitt.ru/en>.

ITB 2008

*Berlin, Germany
March 5 -9, 2008*

This is one of the largest global travel and tourism trade events, ITB is an excellent opportunity to showcase your tourism product and/or destination to both trade professionals and consumers. The U.S Commercial Service recommends participation at ITB for any American company that has travel or tourism products suitable for the European market. If you would like to participate, please contact Jolanta.Coffey@mail.doc.gov or visit <http://www.buyusa.gov/germany/en/itb2008.html>.

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