

"Your Gateway to the World"

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US & FCS- Baltimore USEAC

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MARYLAND GLOBAL EXPRESS

The Newsletter of the Baltimore US Export Assistance
Center

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



May 2007 NEWSLETTER

Edited by Michele Slotke

FINANCE & EXPAND YOUR EXPORT BUSINESS

June 6, 2007

Please join us for a morning packed with useful information that will help you finance and grow your export business. The US Department of Commerce and M&T Bank have teamed up to help you find foreign customers, be more competitive in your sales terms and get the working capital financing you need to fulfill and expand your export business.

You should attend if any of the following apply

- You want to do more export sales because you know they are very profitable.
- You sell capital goods and would like to offer term financing to buyers without risk, while getting paid soon after shipment.
- You would like to learn about pricing your goods in foreign currencies
- Letters of credit are something you have heard about, but really don't understand.
- Foreign buyers want to pay you on open account terms, but you are concerned about the risks.
- Adequate working capital is always a concern
- Your current bank is not able to support the export side of your business.

The event will be held at M&T Bank Stadium, in the Ravens Locker Room, from 7:30 am to 12:30 pm on Wednesday, June 6, 2007. Breakfast will be served from 7:30 to 8:00, followed by presentations by DOC and M&T specialists.

Space is limited, so please RSVP online at <http://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=7Q2H> or by contacting Kimberly Robinson at 410-962-4534.

AMERICA'S COMPETITIVENESS FORUM

Atlanta, Georgia

June 11-12, 2007

This event aims at improving on the hemisphere's competitiveness. Business leaders will participate in

roundtable discussions that will showcase creative and effective programs in four tracks: 1) creating solutions in education and workforce development; 2) sparking and sustaining innovation; 3) designing successful global supply chain strategies, and 4) fostering small business development and growth.

Attendees will have an opportunity to be involved in interactive discussions and explore cutting edge ideas designed to spark innovation, increase economic prosperity and enhance competitiveness in the Western Hemisphere. There will be networking opportunities with Senior government officials from the Western Hemisphere, business visionaries, nonprofit leaders and key educators.

For more information, visit:

<http://trade.gov/competitiveness/acf/>

HOW TO GET EXECUTIVE SUPPORT FOR YOUR IPR PROGRAM

JUNE 14, 2007

If you are developing an **intellectual property enforcement program plan** for your company, convincing top management of its benefits is a critical step. Please join our host Nils Montan, President of the International Anti-Counterfeiting Coalition (IACC), and Edward Haddad, Vice President-Intellectual Property and Licensed Products, New Balance Athletic Shoes Inc. to discuss how to develop a strong corporate intellectual property enforcement program, convince management that it is a necessary expenditure, implement the program and educate all levels of your company. Our host, the IACC, is the largest nonprofit organization devoted solely to protecting intellectual property and deterring counterfeiting. For more information, please go to www.iacc.org.

The program is free. No special software or computer configuration is needed to participate; only a phone line and a computer with an Internet connection are necessary. To register please send your contact information to ChinaIPR@mail.doc.gov.

To learn more about the webinar series, please go to http://www.stopfakes.gov/events/china_webinar_series.asp

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DOING BUSINESS IN THE MIDDLE EAST, GULF AND AFRICA JUNE 15, 2007

The U.S. Commercial Service cordially invites you to attend a seminar on doing **Business in the Middle East, Gulf and Africa**. This event is the easiest way to explore new commercial opportunities in 13 countries. Commercial Specialists from U.S. embassies will present on opportunities in Lebanon, Jordan, the West Bank and Gaza Strip, Israel, Egypt, Qatar, Saudi Arabia, United Arab Emirates, Kuwait, Kenya, Algeria, Morocco and Tunisia.

The event is on June 15, 2007 from 2:00 to 4:00 pm EST at the U.S. Chamber of Commerce in Washington D.C. with opportunities for one-on-one meetings following the seminar. For more information, please contact Ms. Leila Vossoughi by email at lvossoughi@uschamber.com or by fax at (202) 463-3173. Please register by Wednesday, June 13 at 5:30 pm.

USTDA AND US EX-IM BANK OPPORTUNITIES CONFERENCE JUNE 21, 2007

Increase your business by partnering with the U.S. Trade and Development Agency (USTDA). From fiscal year 2001 to the present, USTDA has completed more than 130 projects with Maryland companies totaling nearly \$16 million. Also, Maryland companies have obtained 74 separate contracts with foreign entities as a result of USTDA-funded projects in 30 countries around the world. These projects have produced more than \$1.2 billion of exports for U.S. companies.

Take advantage of this great opportunity to hear directly from USTDA officials and to learn about grants and opportunities for Maryland consultants and exporters. The conference is free, but seating is limited. For more information, call (410) 974-5090.

HEALTHCARE TECHNOLOGIES MISSION OCTOBER 24 – NOVEMBER 1, 2007

You are invited to join the U.S. Department of Commerce's Healthcare Technologies Trade Mission to **Istanbul, Turkey; Amman, Jordan; and Cairo, Egypt**. Increase your healthcare and medical equipment sales. These markets offer exciting opportunities for U.S. manufacturers of medical equipment to launch or expand their business.

This mission presents unique opportunities, customized options for your company, market overviews, and valuable face-to-face introductions with potential distributors, agents, facility administrators, and purchasing managers.

Space is limited. **Application deadline is August 15, 2007.** For further event information, please visit: http://ita.doc.gov/doctm/health_turkey_jordan_egypt_1007.html

LAUNCH OF FEDERAL INITIATIVE TO ATTRACT FOREIGN INVESTMENT



The U.S. Department of Commerce created a new U.S. Government **Invest in America** initiative in order to promote the United States as a destination for foreign investment. Commerce's Invest in America initiative will highlight the advantages of investing in the United States. The initiative will have three key responsibilities:

- Outreach to the international investment community
- Serve as an ombudsman in Washington, D.C. for the concerns of the international investment community, as well as work on policy issues that affect attractiveness of the U.S. to foreign investment
- Supporting state and local governments engaged in foreign investment promotion

To learn more about the **Invest in America** initiative, visit: <http://trade.gov/investamerica/>

INTERN SPOTLIGHT

LOOKING FOR NEW EMPLOYEES WITH EXPERIENCE IN INTERNATIONAL BUSINESS?

The Baltimore USEAC would like to acknowledge the contributions of its three Spring 2007 interns: **Antoinette Sooh, Philip Grove, and Justin Kersey**. Both Antoinette and Philip are graduating in May 2007.

- **Antoinette Sooh** is a Business Administration – Management major with an interest in the environmental industry.
- **Philip Grove** is an International Business major and studied abroad in Rome in Fall 2006.
- **Justin Kersey** is an International Business major.

All three interns have played an integral role in assisting clients develop their businesses and export internationally through research of potential markets. Our interns organize and attend events for international market seminars, update the newsletter, and inform clients of market opportunities as well as trade and promotional events.

This class has been a very sharp, hard-working and dedicated group of individuals. All three interns are interested in careers in international business. We would be happy to provide you with copies of their résumés upon request.

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RALOID CORPORATION ANNOUNCES PARTNERSHIP

Raloid Corporation (Raloid) in Reisterstown, Maryland announced its partnership with Elettronica Aster (EA), a designer and manufacturer of high technology defense products based in Milan, Italy, to build complex defense equipment for the U.S. Military.

“We presented our business challenge to Leslie Murphy and Nancy Wallace of the Maryland Department of Business and Economic Development International Operations Division. They worked with our team to develop a viable multi-market international business plan that leverages Raloid’s manufacturing strengths. Leslie Murphy engaged the Department of Commerce Export Assistance Center, directed by Bill Burwell. Working together they identified qualified prospective partners in Italy, the UK and Turkey.”

According to Murphy, “Elettronica Aster was identified as an ideal partner for Raloid during a trade mission to Italy last year. EA has strong military design, engineering and manufacturing capabilities. EA was seeking a U.S. manufacturing partner to meet U.S. Foreign Acquisition Requirements (FAR), to decrease lead time and to reduce transportation costs. Raloid’s high quality lean manufacturing capabilities made Raloid a strong partner for EA.

“Raloid was able to quickly adjust to the demands of international business by leveraging programs and services offered by the U.S. Department of Commerce U.S. Export Assistance Center including the Export CEO Roundtable, a three-day course provided by the Manufacturing Extension Program (a division of the National Institute of Standards and Technology in Gaithersburg, Maryland) to help senior managers overcome barriers to exporting by becoming knowledgeable about the export process and developing their own company-specific international strategic plans” according to Burwell, who provided leadership and many of the Department of Commerce resources.

Elettronica Aster General Manager Carlo Broglia said, “After meeting Raloid at the 2006 Farnborough International Air Show, we knew a partnership with Raloid would give us the competitive advantage that we were looking for. They have the contract manufacturing skills and defense industry access we are seeking.”

Raloid founder and CEO Ramon Jadra said, “DBED and USEAC significantly reduced the cost and risks associated with developing international business opportunities. Participation with DBED in the international air shows such as the upcoming 2007 Paris Air Show is invaluable for small businesses. Working with DBED in this manner is of fundamental importance and critical to our company’s continued success domestically and internationally.”

MARKET OF THE MONTH: MIDDLE EAST & NORTH AFRICA



Last year, U.S. exports to countries where a Federal Trade Agreement (FTA) was in effect surpassed \$437 billion, or 42 percent of U.S. exports. One key region where U.S. businesses are expanding their international sales is North Africa and the Middle East, where total trade with the U.S. has nearly doubled since 2003 to more than \$138 billion last year—and continues to prosper with help from FTAs with **Israel, Morocco, Jordan and Bahrain.**

ISRAEL

Israel is a growing and sophisticated market for U.S. goods and services. With the U.S.-Israel FTA, Israel serves as an important market in the region. Its high-tech, pro-American business community is familiar with U.S. business culture and a multitude of U.S. firms are already doing business with Israel.

Leading sectors for U.S. exports and investment:

- Automotive aftermarket parts & equipment
- Educational services
- Electric components
- Energy
- Homeland security

MOROCCO

U.S.-Morocco FTA provides easy access to a market of 500 million consumers in the Mediterranean region. The FTA has also eliminated tariffs on 95 percent of current and industrial goods coming from the U.S. into Morocco.

Leading sectors for U.S. exports and investment:

- Wastewater treatment
- Tourism support services
- Medical equipment
- Telecommunication equipment and services
- Airport ground support service
- Power generation system
- Safety and security equipment
- Solid waste management

JORDAN

Jordan’s economic reform and privatization efforts have resulted in a more open and business-friendly environment. With an annual growth rate of 7.5 percent over 2006, and a FTA with the United States that has eliminated or reduced barriers to trade, Jordan offers excellent opportunities for U.S. exporters.

Leading sectors for U.S. exports and investment:

- Safety & security equipment
- Electrical power

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- Construction equipment
- Automotive spare parts & accessories
- Environment, pollution control/ water resource equipment and services

BAHRAIN

The U.S.-Bahrain FTA has opened markets and increased opportunities for American workers, farmers, ranchers, and businesses. Last year, bilateral trade between the U.S. and Bahrain exceeded USD 1.1 billion and U.S. exports have jumped 51 percent.

Leading sectors for U.S. exports and investment:

- Aerospace and defense
- Chemicals, petrochemicals and composites
- Environmental technologies
- Information and communication
- Construction, building and heavy equipment

To view the complete market of the month report please visit:
http://www.export.gov/articles/MiddleEast_MoMApril07.asp

This month, in the spotlight is “**Schenkier**”. For more than 130 years, Schenker has provided innovative logistics solutions around the world. “We pioneered milestones such as the consolidation shipment and door-to-door service. Schenker has maintained a presence in the United States since 1947. Today, we have 50 strategically located offices in most major cities, all of which are ISO 9001:2000 certified. Schenker is one of the leading international providers of integrated logistics services. We provide support to trade and industry in the global exchange of goods - in land transport, in worldwide air and sea freight, and in all the associated logistics services. Nearly 42,000 employees at 1,100 locations throughout the world achieve a turnover of roughly 8.9 billion Euros per year.”

To find out more about **Schenker**, please visit the Maryland Business Service Provider Directory:

http://www.buyusa.gov/baltimore/bspdirectory.html?bsp_cat=78000000&bsp_id=30

Visit the entire Business Service Provider at:

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

TRADE WINDS FORUM: AFRICA, EUROPE & INDIA

On May 15-16, 2007 the Mid-Atlantic Network hosted the **Trade Winds Forum: Africa, Europe and India**. This two-day event featured 33 Senior Commercial Officers and over 40 private sector speakers in more than 24 industry and country focused panels. In addition, the SCOs and ODO trade specialists conducted 500 company consultations during the two-day period. This event was well received with over 400 people attending.

CS participation included the entire Mid-Atlantic and Southern ODO networks, OIO-Europe, OIO-ANESA and many Department of Commerce, ITA and USFCS Headquarters representatives including Deputy Secretary Sampson, Under Secretary Lavin and USFCS Director General Hernandez. The ODO -Southern Network and the CS-Europe team made significant contributions to the success of the event. This event attracted 22 private and public sector marketing partners including CS-National Partners FedEx and PNC Bank. The Business Council for International Understanding hosted an evening reception to honor the visiting Senior Commercial Officers and the entire Commercial Service staff at the event.

BUSINESS SERVICE PROVIDER SPOTLIGHT

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.

SELECTED U.S. COMMERCIAL SERVICE 2007 TRADE EVENTS

*For information on these events, and to find out information on other international trade events, contact the **Baltimore USEAC at 410-962-4539**, or visit our trade event directory: www.export.gov/eac/trade_events.asp*

Cross-Sector Events

Contact: Stephen Anderson

USA Week – Dakar

Dakar, Senegal

June 4-8, 2007

Senegal offers exceptional possibilities for American companies interested in entering the West African market. With its capital city Dakar at the westernmost point of Africa, Senegal is the gateway to the continent. If you are a company looking at the Senegalese market and at neighboring countries (Mali, Mauritania, Guinea and Guinea Bissau) representing forty million consumers, this event is the best marketing decision you can make and it will help you leverage your investment. The event will promote U.S. products and services in nine different sectors, from construction equipment, computers and peripherals, to franchising, telecommunications, wastewater management and power generation

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Medical

Contact: Jeanne Townsend

Hospitalar 2007

Sao Paulo, Brazil
June 12-15, 2007

International Fair of Products, Equipment, Services and Technology for Hospitals, Health Clinics and Laboratories, the largest multi-sector healthcare fair in Latin America and second most important in the world, reaches its 14th edition with special emphasis on specialization and personalization of several important segments, namely dentistry, diagnostics, rehabilitation and pharmacy.

<http://www.hospitalar.com/ingles/index.html>

Clinical Laboratory Expo

San Diego, California
July 15-19, 2007

This annual meeting of the American Association of Clinical Chemistry expects more than 600 companies displaying products and services for clinical laboratories - the premier marketplace and largest exposition of its kind in the world. Part of the U.S. Commercial Service's International Buyer Program.

RICHMAC

Milan, Italy
October 2-5, 2007

Is your company interested in taking part in an Italian trade show? Join the U.S. Pavilion at RICHMAC, the only Italian trade show featuring products, technologies, process, and instrumentation for analytical chemistry, biotechnology, and the physical sciences. For more information, please visit:

<http://www.buyusa.gov/italy/en/richmac.html>

MEDICA 2007

Dusseldorf, Germany
November 14-17, 2007

MEDICA is the largest and most prestigious medical technology show in the world, with over 4,000 exhibitors, and over 134,000 international visitors. The U.S. Commercial Service organizes customized assistance to make the most of your visit to the show, including matchmaking appointments, a personal assistant, European market counseling, and European-wide promotion of your company.

Greater New York Dental Show

New York, New York
November 23-28, 2007

One of the largest dental congresses in the world, with an extensive exhibit floor with over 500 exhibitors showcasing the newest materials in dental technology and materials. Part of the U.S. Commercial Service's International Buyer Program.

Aerospace

Contact: Stephen Anderson

NBAA 2007

Atlanta
September 25-27, 2007

The Commercial Service's Aerospace Team plans Showtime activities and trade promotion efforts at the 2007 show of the National Business Aviation Association. The Exhibitor Prospectus for NBAA 2007 is now available and CS plans for the show will be publicized in future newsletters.

Architecture/Engineering/Energy

Contact: Stephen Anderson

Environment

Contact: Jolanta Coffey

American Water Works Association's ACE 07

Toronto, Canada
June 24-28, 2007

The U.S. Commercial Service's Environmental Team will be providing extensive international programs, including foreign buyer and Canadian distributor matchmaking, and international market counseling, at ACE 07 to reach the over 500 water and wastewater company exhibitors.

IT

Contact: Stephen Anderson

CommunicAsia /BroadcastAsia 2007

Singapore, Singapore
June 19-22, 2007

CommunicAsia 2007, and co-located Broadcast Asia 2007, are the most well-established and comprehensive telecommunications & IT events in Asia. CommunicAsia is an excellent platform for U.S. Information and Communications Technology (ICT) companies interested in selling to Asia. Value added services to be provided for U.S. exhibitors include show time, matchmaking, a briefing for U.S. exhibitors, networking events, welcome kits and market reports. USFCS Singapore will also staff a business information booth at the fair.

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Safety/Security

Contact: Stephen Anderson

Safety & Security Asia 2007

Singapore

October 31 – November 2, 2007

Safety & Security Asia covers the whole spectrum of safety, security and anti-terrorism products, and is regarded as the most international safety and security technology and equipment show in the Asia-Pacific Region. The U.S. Commercial Service will provide U.S. exhibitors with matchmaking, a networking reception, and market counseling from our staff from throughout Asia.

Airport, Port, and Transport Security Show

London

December 4-5, 2007

This show is Europe's leading transport and border security event. The U.S. Product Literature Center will offer American firms the best opportunity to raise their international market profile, test market interest, collect actual trade leads and identify potential partners in the UK and Europe.

Travel and Tourism

Contact: Jolanta Coffey

La Cumbre

Fort Lauderdale, Florida

September 5-7, 2007

La Cumbre – The Americas Summit, is the premier marketplace for travel professionals from throughout the Americas. The U.S. Commercial Service will offer international market counseling, matchmaking, and market research information to U.S. companies.

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U.S. COMMERCIAL SERVICE WEBINAR SCHEDULE

Date	Time	Topic	Cost	Register/Contact
6/12/07	TBD	Finding a Representative in Mexico	FREE	Manuel.Velazquez@mail.doc.gov
6/27/07	TBD	Market Entry Strategies	FREE	http://www.supplychainwebinar.worldtrademag.com/

Future webinars will also be periodically listed at <http://www.buyusa.gov/baltimore/147.html>

Archived Webinars:

Doing Business in India	http://www.export.gov/indiamission/indiawebinarschedule.asp
China IPR Webinar Series	http://www.stopfakes.gov/events/china_webinar_series.asp
Webcasts on Exporting	http://www.globalspeak.com/html/export-gov/webcasts.asp

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