

MARYLAND GLOBAL EXPRESS

THE NEWSLETTER OF THE
BALTIMORE US EXPORT ASSISTANCE CENTER

“Your Gateway to the World”

May 2009
NEWSLETTER

Edited by Nicole Gray



US Department of Commerce
US & FCS- Baltimore USEAC

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

COMMERCIAL NEWS UPDATE

EXPORT TECH PROGRAM

Dates: May 18, June 25, July 16

Growth opportunities for manufacturers are increasingly shifting to international markets. Billions of new consumers in emerging economies have joined the global market, while the decline in the dollar's value is spurring exports to these markets. Meanwhile, competition in the domestic market is 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 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 importance 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. 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. More Information and applications are available at <http://www.buyusa.gov/baltimore/exportech.html>.

Export Compliance Seminar

May 5, 2009

1:00-5:00pm

Cost: \$90.00 per person, includes seminar materials and refreshments

Location: Sheraton Baltimore City Center

101 West Fayette Street Baltimore, MD 21201

Hotel telephone: 410-752-1100

To register: Call Jane Taeger at 800-695-9465, ext. 290 or online at www.shapiro.com

UPCOMING COMMERCIAL SERVICE EVENTS



SAVE THE DATE!

Growing Your Export Business: China, Korea & Taiwan

The Baltimore US Export Assistance Center will host the seminar, "Growing Your Export Business: China, Korea & Taiwan". Commercial Service Officers with extensive in-country experience in these markets will share their knowledge through presentations, as well as one-on-one 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.

Dates/ Locations:

- May 6 – Eastern Shore
- May 13 – Frederick
- June TBD – College Park
- June 10 – Towson/Baltimore

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

Nicole.Gray@mail.doc.gov.

SUPPLY CHAIN CONFERENCE

May 11, 2009

A conference on Supply Chain Management entitled "Game Changers in the Supply Chain Infrastructure: Are We Ready to Play?" will be held at the Ronald Reagan Building. Key private sector supply chain stakeholders will provide their perspectives on why infrastructure matters, where America stacks up globally, and what manufacturers need to compete in the global economy. A White House official has been invited to share the Administration's plans on how the Stimulus Package will improve the supply chain infrastructure. Five specialized breakout sessions with outstanding national experts will then address issues such as National Freight Policy, Safety and Security, Greening the Supply Chain, etc.

Cost: Currently \$50

For more information and to register, please go to:
<http://www.trade.gov/supplychainconference>

AN EVENT NOT TO BE MISSED!

CS Canada Repcan 2009 Business Matchmaking Event



CS Canada is proud to announce their flagship event, **REPCAN 2009- BUSINESS MATCHMAKING EVENT!** This multi-sector matchmaker event will be held in:

Toronto, Ontario- September 28-29, 2009

Montreal, Quebec- September 30-October 1, 2009

Vancouver, British Columbia- October 5-6, 2009

It is designed to provide U.S. export-ready, small to medium-sized companies with a highly efficient and cost-effective opportunity to establish profitable commercial relations with prospective agents, distributors and end-users in any one or all three, of Canada's primary regional markets.

Repcan 2009 offers:

- One-on-one business meetings with potential business partners at each stop
- Opportunities to display and distribute your promotional materials
- Networking events with key Canadian business, industry and government contacts
- National market exposure for your product and services in Canada
- Visibility on CS Canada's Featured U.S. Exporters (FUSE) webpage
- Assistance with logistics and customs
- Expert business counseling before, during and after your participation.

Products/Services must be 51% U.S. content by value to be eligible.

Cost: US\$1,500 per location for small companies;
US\$3,000 per location for large companies

Register Today as Space is Limited! Deadline to register is July 31, 2009.

<http://www.buyusa.gov/canada/en/repcan2009.html>

For additional information contact: Madellon Lopes at
madellon.lopes@mail.doc.gov.

SAVE THE DATE!

INTERNATIONAL PROCUREMENT OPPORTUNITIES

Tuesday, June 9, 2009, 10am-12pm
Baltimore, MD

A practical training course on finding and capturing MDB-funded projects

The World Bank provides billions of dollars to developing countries every year and plans to augment this funding in response to the recent economic downturn. Other multilateral development banks (MDBs) are also increasing their activities to help stimulate local economies during the global recession. Projects funded by the MDBs provide contracting opportunities for U.S. manufacturers and consultants across a wide spectrum of industries, including health, transportation, energy, water, finance, agriculture, institutional development, and education. MDB-funded contract opportunities range from massive once-in-a-generation infrastructure projects to hundreds of small equipment purchases and consulting engagements.

Senior Commercial Officer David Fulton will provide a practical training course on finding and capturing MDB-funded projects and consulting opportunities, and will describe how companies can build a strategic approach to MDB-funded business. The training course will address:

- Identifying specific procurement opportunities in MDB-funded projects
- The MDB project development cycle
- Proposed and active projects already in the pipeline
- How the MDBs use consultants and how to register your firm for consulting opportunities
- Engaging the MDBs as a strategic customer segment for your company
- MDB standard contract terms and conditions

Bonus! By special arrangement with the United Nations, registered attendees for this seminar will receive a one-month complimentary subscription to UN Development Business, the online database that aggregates contracting opportunities from 20 different international development organizations.

Cost: \$20

For more information or registration please contact:
Jeanne.Townsend@mail.doc.gov.



THE OFFICE OF FOREIGN ASSETS CONTROL PRESENTS: INTERNATIONAL TRADE SYMPOSIUM

Washington, DC

May 15, 2009, 8:30am-4:30pm

COST: FREE!!!

The Office of Foreign Assets Control is sponsoring its first-ever International Trade Symposium designed to provide the international trade community with insight and perspective from top officials on compliance, enforcement and licensing issues related to U.S. export controls. This one-day event provides a unique opportunity to hear from and interact with not only the Office of Foreign Assets Control, but key personnel in the Census Bureau, Customs and Border Patrol, Bureau of Industry and Security, and the State Department's Office of Defense Trade Controls.

Participants can expect to gain insight on agency enforcement perspectives, licensing policies and procedures, Agency site-visits and audits, OFAC's 2008 Enforcement Guidelines and more. In addition to the formal program, representatives from the Office of Foreign Assets Control will also be available to answer individual questions throughout the day.

Registration: For questions or to register, email OFACSymposium@do.treas.gov. Please provide your name and title, company name, email address, and a phone number. Space is limited so please register in advance. Same-day registrations will take place only if space permits.

For more information, see the event flyer at:
http://www.treas.gov/offices/enforcement/ofac/event/s/symp_flyer_04109.pdf.



SBA
U.S. Small Business Administration
**ONLINE TRAINING FOR
EXPORTERS**

Global Enterprise: A Primer on Exporting is a free, self-paced course that provides practical guidance on exploring international markets. The new course is available from the Small Business Administration training Web site at www.sba.gov/training. To access the course, click on "Free Online Courses," and then select the first course listed under International Trade.

The course is a comprehensive training module using script and audio to provide fundamental information about selling in global markets. It illustrates how to identify international markets, develop an export strategy, make and receive international payments, and finance trade operations, plus guidance on determining a firm's readiness and suitability for exporting.

In addition, the SBA's partnership with the U.S. Department of Commerce and the Export-Import Bank offers federal export programs and services through the U.S. Export Assistance Centers.

Course participants completing the 30-minute online training programs can earn a certificate of completion from the SBA, with their name, date and course title. The Export Primer course is one of nearly 30 online tutorials offered by the SBA.

**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 16th 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

US PAVILION AT BRIGHT GREEN

**Copenhagen, Denmark
December 12-13, 2009**

The U.S. Commercial Service and the U.S. Embassy in Copenhagen will be hosting a USA Pavilion at the Bright Green event, which takes place in parallel with the United Nations Climate Change Conference. The last call for a new global climate agreement, the Copenhagen Protocol aims to succeed the Kyoto Protocol, which expires in 2012. Exhibiting at this event is a unique opportunity to make your statement and brand your company as part of the global climate solution.

By being part of this event, your company will have a unique opportunity to make your statement and brand your company as part of the climate solution. Bright Green will be the place for official visitors and international press to witness firsthand what the cleantech industry can do and showcase real solutions to real problems.

For more information please visit:
<http://www.buyusa.gov/denmark/en/110.html>.

**19TH INTERNATIONAL DENTAL SHOW
RIO DE JANEIRO, BRAZIL
JULY 15-18, 2009**



The Rio de Janeiro International Dental Meeting has become an important dental international event organized and produced by the Brazilian Dental Association/Rio de Janeiro. The catalog event only takes place every other year and is Brazil's and South America's second most important dental show.

The program consists of:

- Scientific programs
- Military World Dental Congress
- Dental Prosthetics National Congress
- Great Market Exposure and Leads

Cost: only \$400

For more information or registration please contact:
Mariza.Velho@mail.doc.gov.

FREE WEBINAR!

MEDICA: What to Know Before You Go!
May 20, 2009 at 9:00am (PST)

Join the U.S. Commercial Service on this very informative webinar "MEDICA: What to Know Before You Go!" and learn about essential tips and tricks and cost effective programs at MEDICA 2009 while learning latest trends and market opportunities for medical devices in Europe.

- Learn firsthand about Showcase Europe and MEDICA CEO Programs from the U.S. Commercial Service.
- Listen to an overview of trends and market opportunities in Europe for medical devices.
- Learn about MEDICA from the organizer
- Learn and ask questions from past MEDICA participants.

To register, please visit:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q7L>

NATIONAL SCIENCE FOUNDATION GRANT!

The National Science Foundation is accepting applications for its Environmental Implications of Emerging Technologies program to support new technologies such as nanotechnology, biotechnology, and information technology.

Fundamental and basic research is sought to establish and understand outcomes as a result of the implementation of new technologies such as nanotechnology, biotechnology, and information technology. The program also supports research on the development and refinement of sensors and sensor network technologies that can be used to measure a wide variety of physical, chemical, and biological properties of interest in characterizing, monitoring, and understanding environmental impacts.

Source: Funding Opportunity Number: PD-09-1179

Applications Due By: September 15, 2009

Web site: The grant announcement is at
http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=501030

Contact: Paul L. Bishop, (703) 292-2161,
pbishop@nsf.gov



At **MEDICA 2009**, the US Commercial Service will offer a unique way for US firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office at MEDICA 2009** provides the ideal opportunity to:

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

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

There is a limited number of premium, private meeting spaces available for \$5,300.

For more information and to sign up for the program please click on the following link:

http://www.buyusa.gov/healthcare/medica_ceo.html

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

N-EXPO Kansai 2009

Environmental Technologies Trade Show
September 3-5, 2009

N-EXPO Kansai 2009 will take place in Osaka City, Japan's second largest metropolitan region. The show will host a U.S. Pavilion at the International Exhibition Center INTEX. The newly expanded N-EXPO Kansai 2009 will present an attractive opportunity for U.S. companies, especially new-to-market companies, to market their products in western Japan, to find agents or distributors, and to network with thousands of environmental industry professionals in the region and western Japan.

For further information and registration, please check the following CS Japan website:

<http://www.buyusa.gov/japan/en/enviro.html>.

CTO 2009

Nigeria's #1 Technology Marketplace
Lagos, Nigeria
May 11-15, 2009

The U.S. Commercial Service Nigeria will host the "Growing the Market through Partnerships in Technology" business show. The CTO exhibitions and seminars, the largest of its kind in West Africa, market development tools aimed at growing U.S. computer hardware, software, and telecommunications exports.

CTO 2009 will help define the path for U.S. companies to benefit from the growing computer and telecommunications market both in Nigeria and the region.

Registration: Send an expression of interest to Anayo.Agu@mail.doc.gov. Cost: approx. \$2,070

Please contact Janee.Pierre-Louis@mail.doc.gov for more information.

SAVE THE DATE

FOR AN UPCOMING NAFTA SEMINAR!
Baltimore, MD, November 10, 2009

Cost: \$90.00 per person includes continental breakfast, seminar materials, and refreshments.

Location: Sheraton Baltimore City Center
101 West Fayette Street Baltimore, MD 21201

Hotel telephone: 410-752-1100

To register: Call Jane Taeger at 800-695-9465

SEE YOUR COMPANY IN COMMERCIAL NEWS USA!

U.S. companies have a special opportunity to promote their products worldwide – and sell to buyers, distributors, wholesalers, agents, and other business partners in rural areas around the world. This special section in Commercial News USA is open to companies located throughout the United States. But, thanks to a grant provided by the U.S. Department of Commerce, qualifying advertisers located in rural areas in the U.S. will receive a **\$500 discount** off standard rates, bringing the price of an ad to as little as \$395. Companies in other industry sectors can advertise in the USA Product Showcase section for just \$399.

Deadline for registration: May 8th.

For more information: email rural@thinkglobal.us or go online to <http://www.thinkglobal.us/rural>

MEXICO RETALIATES WITH TARIFFS

Mexico placed new tariffs on nearly 90 U.S. products, ranging from food staples such as potatoes and apricots to an eclectic mix including deodorant and Christmas trees, after the United States Congress abruptly canceled a pilot program that allowed some trucks from Mexico to operate across the border. The specific goods, a combined \$2.4 billion in exports to Mexico in 2007, mostly face import duties of 10% to 20% of their value. Fresh grapes will face a 45% tariff, by far the highest. Mexico might increase the number of products it has slapped tariffs on if this first retaliatory round doesn't produce results.

A complete list of the tariff items and the import duties can be found at:

http://translate.google.com/translate?hl=en&sl=es&u=http://www.economia.gob.mx/pics/p/p2/DOF180309.pdf&ei=zfvSbSRBpGIIAfa2NTgDg&sa=X&oi=translate&resnum=1&ct=result&prev=/search%3Fq%3Ddia rio%2Boficial%252BSECRETARIA%2BDE%2BEC ONOMIA%252B18%2Bde%2Bmarzo%2Bde%2B2009%26hl%3Den%26rls%3Dcom.microsoft:*

For more information, see the Journal of Commerce article at: <http://www.joc.com/node/410113>.

WEBINAR:
Selling Medical Equipment in Brazil
May 14, 2009 @ 10:00 AM PST



Webinar Series Overview

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

The Webinar will provide **answers to these questions** in a highly focused, interactive seminar in a "virtual classroom" setting.

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

COST: \$85. Fee is per participant.

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

MARK YOUR CALENDAR!
2010 IBP TRADE EVENTS IN MARYLAND

Show: Satellite 2010

Venue: National Harbor, MD

Date: March 15 - March 18

Show: International Franchise Expo 2010

Venue: Washington, DC

Date: April 9 - April 11

Show: Electric Power 2010

Industry: Energy (Coal-based)

Venue: Baltimore, MD

Date: May 18 - May 20

**THE JOHNS HOPKINS INTERNATIONAL
BIOTECH CONFERENCE**

May 14-15, 2009



A two-day conference featuring the countries of SPAIN and OMAN and their recent accomplishments in the field of biotechnology

BioEspaña: The Gateway to Europe

Thursday May 14th 2009, 8am-1pm; JHU Montgomery County Campus, Rockville, MD

A delegation made-up of the top Spanish biotech companies has been invited to present Spain's current accomplishments in the biotech sector. This event aims to open the door for a genesis of alliances and partnerships between Spanish companies and their counterparts in the State of Maryland and Montgomery County.

Marine Biotech: An Ocean of Possibilities

Friday May 15th 2009, 7.30am-12.30pm; Center of Marine Biotechnology, Baltimore, MD

The Spanish Company PharmaMar is the only company to have successfully marketed a drug based on marine bioprospecting, positioning Spain as one of the leading countries in marine biotechnology. Moreover, the country of Oman, has set-up the first Marine Biotechnology Center of Excellence in the Gulf region, positioning itself as a gateway for marine research in the Persian Gulf. This conference aims to present the most important global topics in marine biotechnology research, at an international level, in the fields of drug discovery, bioremediation and sustainable fishing.

Registration is Free. This is an invitation only event. Spaces are limited.

For more information and to register please go to:
www.hopkinsbiotechinternationalconference.com

Registration deadline: May 7th 2009.

Official Invitations will be emailed by May 10th.

INTERN SPOTLIGHT!



*The Baltimore USEAC would like to acknowledge the contributions of **Nicole Gray**, our intern for spring 2009.*

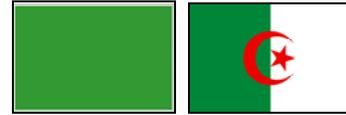
Nicole is graduating in May 2009 with a Business Administration degree from Towson University. She graduates with a concentration in International Business and a minor in Spanish.

During her tenure at the USEAC, Nicole played an integral role in assisting USEAC clients with their exporting needs. She assisted companies in crafting export strategy, created the monthly newsletter, and managed the USEAC website. Nicole was an efficient and integral part of the staff. She was an enthusiastic intern who was always willing to go above and beyond the call of duty.

Along with her USEAC internship, Nicole is involved in a professional business fraternity, Alpha Kappa Psi, a scholastic honorary fraternity, Beta Gamma Sigma, and holds a part-time position. She has traveled internationally.

With her international experience and USEAC internship, Nicole is an excellent candidate for a career in international business. We would be happy to provide you with copy of her resume upon request.

Please contact Jane.Pierre-Louis@mail.doc.gov for more information.



EXECUTIVE TRADE MISSION

Tripoli, Libya & Algiers, Algeria

November 4-8, 2009

Increasingly market driven economies, vast capital reserves, and ambitious infrastructure projects put Libya and Algeria among the world's most promising markets for U.S. exporters!

Libya

- Two-way trade between the US and Libya has surged since the easing of US sanctions in 2004.
- The Libyan Government is making efforts to diversify the economy and encourage private-sector participation in new manufacturing and service activities.
- As Libya moves forward with its transition, the country holds potentially rich trade opportunities in almost every sector.

Algeria

- Algeria's large oil and natural gas resources and an economy growing by 3-5% annually have generated almost \$200 billion in foreign exchange reserves (more than any country in the region).
- The United States ranks as Algeria's largest bilateral trading partner in the world. As in Libya, demand for infrastructure products and technologies is on the rise.

The Department's first executive trade mission to Libya and Algeria will promote U.S. products and technologies in "best prospects" sectors, including but not limited to:

- Energy
- Environmental Protection
- Information Technology
- Infrastructure
- Safety and Security

Cost: \$5,850 for small/ medium-sized businesses; \$6,900 for large firms

***Application Deadline: August 1, 2009**

Apply today at northafricamission@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

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

Aerospace/Defense/ Energy/Safety/Security

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Kenneth.Duckworth@mail.doc.gov

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Education/Agricultural Products/Processed Foods/ IT/ Telecommunications

Contact: Janee Pierre-Louis

Janee.Pierre-Louis@mail.doc.gov

General Services/Financial Services/Manufacturing

Contact: Bill Burwell

Bill.Burwell@mail.doc.gov

Healthcare Technologies/Biotechnology

Contact: Jeanne Townsend

Jeanne.Townsend@mail.doc.gov

Small Business Administration (SBA)

Contact: Michele Kennedy-Kouadio

Michele.Kouadio@mail.doc.gov

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