

TradeAlert

November 26, 2009

20th China-US Joint Commission on Commerce and Trade concludes 10-29-2009

The United States and China signed nine agreements as this year's China-US Joint Commission on Commerce and Trade came to an end in Hangzhou, China. Representatives from U.S. and Chinese governments and companies signed nine agreements, covering areas such as aviation, energy, environment, high technology trade, investment promotion, statistics, and travel and tourism, and witnessed two commercial signings. The two governments also agreed to cooperate on initiatives in the areas of the environment, transparency, global distribution services, dietary supplements, and standards.

Asian Development Bank's Continuing Partnership with the World Wide Fund for Nature

The ADB and WWF conducted consultation meetings in Manila this week to review its partnership under a 2001 Memorandum of Agreement. Consultation meetings between the two organizations have been held annually since 2002 to review joint projects and programs, information sharing and knowledge management, and development of policies and strategies related to sustainable development. The ADB-WWF partnership has resulted in a number of regional cooperation programs such as the Coral Triangle Initiative, the Greater Mekong Subregion Core Environment Program, and the Heart of Borneo Initiative. All programs aim to promote environmental sustainability in the Asia Pacific region. In 2008, ADB funded \$2.6 billion worth of environmentally sustainable projects. Read the full news release: <http://www.adb.org/Media/Articles/2009/13044-asian-environmental-protections/>.

U.S. firms wishing to work with the Asian Development Bank as consultants and/or suppliers of goods, equipment and services should contact: The U.S. Commercial Liaison Office for the Asian Development Bank: email: manila.adb.office.box@mail.doc.gov; tel: (632) 887 1345/46; website: www.buyusa.gov/adb

Chicago Trade Event: Features The European Bank for Reconstruction and Development

On November 11, 2009 the EBRD Commercial Service Business Liaison Office and International Trade Association of Greater Chicago in collaboration with the Illinois DEC, U.S. Commercial Service - Chicago, and the Organization for Women in International Trade -Chicago chapter will be hosting a breakfast event at the Chicago office of Baker McKenzie LLP. Featured speaker will be EBRD First VP and Head of Banking, Varel Freeman. He will be accompanied by EBRD Director of Agribusiness, Gilles Mettetal. Topics to be discussed include the EBRD's response to the current economic crises; the lack of capital in the 30 markets in the region; opportunities for U.S. interests in EBRD procurements. They will also field questions regarding the most EBRD active countries – Russia, the Ukraine and Georgia – and expand on the EBRD outlook for future growth in the region. The event will help highlight opportunities for trade facilitation of firms based in the Mid-west, which have an interest in any of the 30 EBRD markets. Companies with focus in Central Asia, Eastern Europe and Caucasus, Central Europe and Baltic's, and South East Europe will find these opportunities of interest. Find information and register at: rsvp@itagc.org. https://ita.aplicor.net/CRM5_0/crm/common/mailto:alexander.bant@mail.doc.gov

Make Mine Clean/Green Technology to Europe

Europe is a strong market for U.S. firms exporting environmentally-friendly construction materials, energy and water-efficient buildings, and green design. The Commercial Service's Europe Team along with Thinkglobal USA is offering Clean/Green Technology exporters a new, economical tool to help them find potential buyers and partners throughout Europe. Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is planning a "Green Europe" special edition. This special edition will be published in time for distribution at more than a dozen spring 2010 Trade Events in Europe, including the Hannover Fair in Germany, Sustainability Live in the UK, and Green Power in Poland. U.S. Exporters can place quarter-page listing ads for just \$899, or eighth-page listing ads for just \$499. Display ads for service organizations are also available, including full and half-page ads. The deadline is January 29, 2010. Sign-up by December 31, 2009 and receive a 10% discount. Register on-line at <http://www.thinkglobal.us/green> or contact Deborah.Doherty@mail.doc.gov.

You Don't have to Leave your Desk ... Online Exporting Course Available

Many economists are saying that to rebalance the U.S. economy U.S. firms, especially smaller ones, need to export. While there's no button to push to start those sales flowing, there is a program that will get you closer to having such a button. The Texas Tech University Rawls School of Business and the U.S. Commercial Service offer a fully on-line professional development course called Creating and Increasing International Sales and Profits. Learning modules are available 24/7, and those completing the course within a 6-month period receive a certificate from both organizations. One version of the course results in a professional certificate from NASBITE, the association of global commerce professionals, upon passing an exam. The course is taught by a former business executive who is now on the business school faculty. U.S. Commercial Service Trade Specialist, Doug Barry, who helped develop the course, said "Professionals taking the course have been very satisfied because it is practical, comprehensive and can fit with busy schedules." For more information including a preview of some of the modules and an introductory video, click here: <https://docttuexport.ba.ttu.edu/>

Eight-city Tour Five down - Three to go Small Business Export Strategies

Six federal agencies have created a series of interactive one-day seminars to present small businesses with export opportunities and how these opportunities can be used to grow their business, grow the economy, and to create jobs. Each event will highlight the government products and services available to help U.S. companies succeed in the global marketplace. Come join other companies and the heads of the Export-Import Bank, U.S. Department of Commerce, Small Business Administration, U.S. Trade & Development Agency, Office of the U.S. Trade Representative, and the Overseas Private Investment Corporation at one of the following locations:

New York, NY ✓	Monday, Oct. 5	Detroit, MI	Monday, Nov. 9 ✓
Boston, MA ✓	Tuesday, Oct. 6	Chicago, IL	Tuesday, Nov. 10
Miami, FL ✓	Monday, Oct. 26	Los Angeles, CA	Monday, Nov. 16
Houston, TX ✓	Tuesday, Oct. 27	Seattle, WA	Tuesday, Nov. 17

Register: www.export.gov/exports_live or call 1-(888) 966.2009. \$99 fee includes continental breakfast and lunch.

Need International Business?

Poland Seeks Handheld Trace Detection Systems

If you are a U.S. manufacturer of a card-based handheld trace detection system, we'd like to hear from you. A Polish company is looking for a reliable American supplier for the Polish Border Control and Border Guard. The company's specific interest is for a system that employs the methodology where the user swipes a disposable card onto a suspected surface, scans the card, and reads the results in a mobile device immediately. Our contact has been a longstanding client of the U.S. Commercial Service and American Embassy in Warsaw, Poland and forecasts excellent market potential for this product line in Poland. Please contact zofia.sobiepanek@mail.doc.gov at the U.S. Commercial Service in Warsaw, Poland for more information.

Establishment of a Mechatronics Lab and an Energy Lab in Iceland

An Icelandic education center seeks American companies that offer **equipment and supplies** for the creation of two laboratories - one in mechatronics and one in energy (thermal-/fluids/machinery). For the *mechatronics* lab, the ideal targets are companies specializing in semiconductors, automation, control and industrial components that would be willing to support the construction of the laboratory by providing their products and possibly teaching equipment/materials. For the *energy* lab, the ideal targets are companies specializing in teaching and training equipment for thermal dynamics, fluid dynamics and machine conditioning monitoring/diagnosis. The center will spend \$280,000 to procure (i) training equipment, including soldering stations, oscilloscopes; (ii) IT programs, including ELVIS II, Labview; (iii) sensors, motors and drives; (iv) cameras, including infrared, 3-D; (v) industrial computers; (vi) robotic arms; (vii) CNC equipment; and (viii) equipment for making layered circuit boards." The deadline for submitting offers is November 30, 2009. For more information please contact: RubinM@state.gov.

Come Home to Milan ... Europe's #1 Home Show – Milan, Italy

From January 15 - 18, 2010, in Milan Italy and in concert with the show organizer, the U.S. Commercial Service Italy will offer an exclusive opportunity for U.S. companies to participate in a prestigious home show event to showcase their products. The offer is for U.S. companies only and provides a 3x3 square meter turnkey booth starting from ONLY \$650 for first time participants at the U.S. Home Style Pavilion! Second time U.S. participants pay just 50% of the regular rate. The MACEF exhibition, recognized leader among trade fairs devoted to home furnishings & décor, table and kitchenware, giftware and stationery, jewelry and accessories, expects over 1,800 exhibitors and over 80,000 international visitors. Learn more: <http://www.buyusa.gov/italy/en/macef2010.html> or contact Valentina.Massari@mail.doc.gov.

Let us connect you with Canada's skincare and cosmetics opportunities!

Register for the Skincare & Cosmetics Seminar & Exhibition 2010 from February 17-18, 2010 in Montreal, Quebec, Canada at <http://www.buyusa.gov/canada/en/skincareandcosmeticusfirms.html> Skincare & Cosmetics Seminar and Exhibition 2010 is an excellent first step for U.S. skincare and cosmetic products suppliers to develop their sales in the growing Canadian skincare and cosmetics market. The U.S. Commercial Service in Montreal is proud to offer a business development opportunity for U.S. companies providing a cost-effective and efficient way to explore and to develop their business in Canada. This one-day seminar/exhibition provides a unique way to exhibit and promote their products via tabletop to a targeted audience including networking opportunities with key government and industry representatives, industry briefings by Canadian government and private sector officials, market exposure of their products and services in Canada and visibility on CS Canada's Featured U.S. Exporters (FUSE) webpage. Email <mailto:Sue.Bissi@mail.doc.gov20> or call her at 514-908-3673.

Partner up and Drive Your Dump Trucks into Uzbekistan

The deadline to submit bids for **36 MINING DUMP TRUCKS** is **15:00 (Tashkent time) on 30 November, 2009**. The trucks will be used to build the Dekhanabad Potassium Fertilizer Plant at Tubegatan deposit of potassium. Local and foreign companies able to meet prequalification criteria and with substantial experience in delivering similar scope of equipment on tenders, as well as manufacturers of such products or their authorized suppliers (distributors, dealers, etc.) are encouraged to bid. Local manufacturers have price preference in accordance with local legislation of Uzbekistan. Delivery must be completed within 75 days after opening the Letter of Credit associated with the successful bid and delivery terms are parallel with Incoterms-2000. Please contact the tender committee if interested: UZBEKTENDERCONSULTING Agency, 75, Buyuk Ipak Yuli Street, Tashkent, Uzbekistan 100077, Tel: (998-71) 238-5342, Fax: (998-71) 268-259, alternatively Murod Madjidov, MadjidovM@state.gov

Selling Opportunities: 2009 Fall / Winter Trade Events from the U.S. Commerce Service

Top export markets are forecast to grow in 2010, so plan attendance at fall buying events held in the United States. *Thousands of foreign buyers will be attending these events with financing strong enough to maintain positive growth in 2010 and to positively influence Emerging Market economies.* Export sales are a primary source of sales growth. The U.S. Commerce Department's International Buyer Program (IBP) assists U.S. companies to increase their export sales by promoting select trade events worldwide through its global network of more than 80 US Embassies and Consulates. Take advantage of these opportunities. Attend IBP supported U.S. industry events. Check <http://www.export.gov/ibp/ibp.asp?ReportID=IBP> to contact Commerce Department personnel coordinating meetings among U.S. companies and foreign buyers at the events.

Swiss Telecommunications Company

A major Swiss telecommunications company seeks American companies that offer **mobile applications** for operators and service providers in Europe (for example, marketing & sales, support, gaming, hosting applications, etc.). **The ideal targets are small to medium-size firms without in-roads in the European telecommunications market, as well as start-up companies.** The business model will be a revenue-share agreement (the Swiss company would represent the American company, and they would share the revenue). For more information please contact: Maria.Pamich@mail.doc.gov

Sail into Australia Australian Maritime Show Receives Commerce Certification

"Pacific 2010" is the largest maritime show in the Southern Hemisphere, showcasing the latest in maritime and naval technology. Pacific 2010 will take place January 27-29, 2010, in Sydney. The U.S. Department of Commerce has granted Pacific 2010 "Certified Trade Show Status." There will be an official U.S. Pavilion at the show and a U.S. Commercial Service information booth. A U.S. VIP reception will take place at the world famous Sydney Opera House. The 2008 exhibition attracted a record 14,500 accredited trade and military visitors to the 437 exhibitor displays, including 45 U.S. company exhibits. A total of 102 delegations and missions, and 35 Navy Chiefs or their representatives from around the world attended the event. Visit <http://www.pacific2010.com.au/> or contact phil.keeling@mail.doc.gov. To inquire about exhibiting visit: http://www.kallman.com/shows/pacific_2010/main.php

Center for Automotive Research - Trade Mission to FIAT/Turin, Italy

December 2-4, 2009, the "Center for Automotive Research" (CAR) in Ann Arbor, Michigan, with support of the U.S. Commercial Service-Italy, will lead an automotive trade mission to FIAT/Turin, Italy that will include: (1) one-on-one meetings with companies in the Italian automotive sector, (2) a visit with Fiat, and (3) a business and investment conference focused on the automotive sector. This is the first time a CAR trade mission supported by the U.S. Commercial Service will be open to U.S. automotive suppliers in all 50 states. Contact Bernard Swiecki, Director - Market Analysis, CAR at 734-929-0484, bswiecki@cargroup.org or Eve Lerman, Senior International Trade Specialist, US Commercial Service, Pontiac, MI at 248-975-9605, eve.lerman@mail.doc.gov.

Volkswagen Seeks new U.S. Original Equipment Suppliers

Volkswagen maintains global manufacturing facilities and is headquartered in Wolfsburg, Germany. Volkswagen is sending Wolfsburg AG, the organizer of its biannual international auto supplier fair (IZB), to the U.S. to meet with potential U.S. Original Equipment suppliers and future IZB exhibitors. IZB 2010, a major International Automotive Suppliers trade fair, will next be held at Volkswagen headquarters, Oct. 6-8, 2010. The U.S. Commercial Service has arranged Wolfsburg AG's visit to the U.S. Three European engineering agencies will accompany Wolfsburg AG. These firms represent several U.S. manufacturers around the world. U.S. Commercial Service Commercial Specialist Paul Warren-Smith will travel with the representatives from Wolfsburg AG; Schultze & Partner GmbH; Fractal Technologies; and Global Alliance SA to locations in the U.S.

Chicago, Ill., Nov. 12-13

contact: Robin.Mugford@mail.doc.gov Phone: 847-327-9082

Trade Missions Latest from the Grapevine

First Commerce mission to Algeria-Libya set to close

Executive Trade Mission to Algeria and Libya

February 17-22, 2010

Apply by November 12, 2009

To learn more, contact us by e-mail: northafricamission@mail.doc.gov

Vast capital reserves and ambitious infrastructure projects put Libya and Algeria among the world's most promising markets for U.S. exporters. The Department's first executive trade mission to Algeria and Libya will promote U.S. products and technologies in a range of best prospects sectors. **Additional applications for this mission will be accepted through November 12, 2009.** Companies previously selected to participate need not reapply. Contact: Lisa Huot at 202-482-2796 or at the above-listed e-mail address.

A great way to meet aerospace contacts from all over Asia

Aerospace Executive Service Trade Mission at the Singapore Air Show

February 1-4, 2010

Apply by December 11, 2009

Learn more/register: <http://www.buyusa.gov/pittsburgh/sa.html>

This Aerospace Executive Service trade mission is designed to deliver an effective business development package for small- and medium-sized companies, combining business matchmaking, trade show presence and networking activities. It will run concurrently with the Singapore Air Show 2010, providing participants with opportunities to enhance their contacts with both local and international exhibitors. Contact: Eric Nielsen at 520-670-5808 / eric.nielsen@mail.doc.gov and Nathan Harsch at 412-644-2816 / Nathan.Harsch@mail.doc.gov.

Executive mission to Africa Driven by Demand for Consumer Choice and Infrastructure

Executive-led Trade Mission to Senegal and South Africa

March 7-12, 2010

Apply by January 15, 2010

To learn more: Karen.Dubin@mail.doc.gov <http://www.export.gov/africamission2010/>

Senegal and South Africa offer a gateway for U.S. companies to enter the African continent. A growing consumer base and national efforts to upgrade and develop infrastructure have created opportunities for U.S. exporters in both countries. This mission will promote U.S. equipment and services in key sectors such as electric power systems, automotive spare parts, construction and mining equipment, and agribusiness, among others. Businesses with clean technologies in those and other sectors are also encouraged to apply.

Healthy growth in India's medical market

Medical Trade Mission to India

March 8-13, 2010

Apply by January 8, 2010

Learn more/register: <http://www.buyusa.gov/india/en/296.html>

India's vast and rapidly growing healthcare market presents opportunities across the spectrum of subsectors. This mission will promote U.S. medical and healthcare products and services in New Delhi, Chennai, and Mumbai, major healthcare hubs in India. One-on-one business matchmaking appointments, site visits to healthcare facilities, and meetings with Indian government officials are all part of this package. The mission is strategically scheduled to accommodate U.S. firms planning to exhibit at Medical Fair India 2010 in Mumbai. Contact: Jetta DeNend at 212-809-2644 / Jetta.DeNend@mail.doc.gov.

By popular demand ... More solar power for India

India Solar Energy Trade Mission II

February, 14-19, 2010

Apply by January 8, 2010

Learn more/register: <http://www.buyusa.gov/pacificsouth/indiatrademission.html>

Building on the success of the first solar energy trade mission, March 2009, the highly anticipated Second Solar Energy Trade Mission to India will include visits to New Delhi, Chennai and Mumbai. As a direct result of the first solar mission, contracts worth approximately 60MW of solar power, representing a collective value of \$252 million, were awarded to U.S. providers. Mission participants can expect to benefit from business-to-business matchmaking, industry networking events, and policy discussions with the central and state governments. For more information, visit the above-listed event website or contact: Cynthia.Torres@mail.doc.gov.

Franchising ... The way to profit in Mexico

Franchise Trade Mission to Mexico

March 3-5, 2010

Apply by January 16, 2010

To learn more/register: Contact the project officers: martha.sanchez@mail.doc.gov / kristin.houston@mail.doc.gov

Strong commercial ties to the United States make Mexico a natural path for expansion into Latin America. Mexico is among the world's top 10 best countries for penetration through franchises, with one franchise for every 800 citizens – and the United States is by far Mexico's largest international provider. The mission will include business matchmaking at Mexico's prestigious International Franchise Fair – the Feria Internacional de Franquicias – and an optional spin-off visit to Monterrey. For more information, contact: Martha Sánchez at Tel: 011 52 55 5140-2621 (or above-listed e-mail) or Kristin Houston at Tel: 949-660-1688, ext. 314 (or above-listed e-mail).

In Case You Missed It

United States Trade Representative Focusing on Small and Medium-sized Businesses

Ambassador Kirk announced that USTR is [requesting](#) an investigation by the U.S. International Trade Commission to better understand how many of America's small and medium-sized enterprises export now, their role in generating employment and economic activity in the U.S., and how increased trading opportunities might benefit these businesses and their workers. At the same time, Kirk is convening a USTR-wide working group to ensure that USTR's policymaking and enforcement efforts immediately seek to better serve small and medium-sized enterprises. The USTR effort will focus on identifying and increasing opportunities for small and medium-sized businesses to export both goods and services. Services, in particular, account for 80 percent of U.S. jobs. The ITC investigation will be of exceptional value with regard to examining and enhancing services exports, as traditional U.S. government statistics do not report services trade by firm size. <http://www.ustr.gov/about-us/press-office/press-releases/2009/october/kirk-unveils-new-ustr-initiative-small-and-medium->

Exporting to South America

Best Prospects in Argentina, Uruguay, Chile, Peru, Ecuador, Colombia and Venezuela

On Monday, November 16, 2009; 11:00 AM-12:00 PM EST, new and experienced exporters should join in on this excellent opportunity to learn about seven (7) different markets in South America: Argentina, Uruguay, Chile, Peru, Ecuador, Colombia and Venezuela. Commercial Officers from these countries and expert speakers will address the opportunities and best prospects for U.S. businesses in these markets.

To Register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q12>

For More Information: http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29852

Head to Italy without Leaving Home ... "Virtual" Green Trade Mission to Italy

The virtual mission concept offers U.S. exporters a low-cost way to gain market exposure and identify potential agents, distributors, licensees, or joint venture partners. Target sectors include: Green building, Renewable energy, Energy efficiency, Water resources, Heating ventilation and air conditioning, Sustainable manufacturing.

Register: <http://www.buyusa.gov/italy/en/virtualgreentrademission.html> **Deadline: Nov. 20, 2009.**

Here's What you Get for \$350: (i) Placement of your "promotional brochure" (two standard pages) on our Green Trade Mission website, including a summary translated into Italian, (ii) Promotion in Italy through industry associations and contact lists, (iii) final report on prescreened, interested Italian companies, and (iv) optional but recommended: link to your promotional video or "elevator pitch" uploaded to YouTube. **Why Italy?** (i) European Union has mandated increased energy efficiency in buildings and a target of using renewable energy for 20 percent of energy needs by 2020, (ii) Italian law, local building codes, and the high cost of conventional energy are also

providing the impetus for the increased use of green technologies, (iii) ample incentives exist in the form of favorable feed-in tariffs for alternative energy and tax deductions for solar panels and energy efficient renovation, and (iv) energy efficiency is increasingly required for approval of building plans. New building projects are touting their compliance with LEED or similar standards. **Any Questions?** Contact: Thomas.Moore@mail.doc.gov

Need Help with the Leading Construction Show in Europe ??????

Milan, Italy is the place to be from February 3 – 6, 2010 for U.S. companies involved in the following: Structures, Construction Systems and Materials; Building Envelopes (Façades, Windows, Doors, Roofing); Interior Architecture and Finishings; Building Installations and Renewable Energies; Planning and Services for the Construction Supply Chain; Planning and Construction Information Technologies; Worksite Equipment, Technologies and Solutions; Sports Facilities, Swimming Pools, Fitness, Urban Furnishings. The U.S. Commercial Service in Milan, Italy is organizing a U.S. Pavilion at MADE Expo 2010, the leading construction trade show in Europe in 2010. Within the U.S. Pavilion we are going to offer to U.S. firms an all inclusive, turnkey booth service.

Learn More: <http://www.buyusa.gov/italy/en/madeexpo2010.html> **Contact:** Federico.Bevini@mail.doc.gov

Renewable Energy ... Abu Dhabi, UAE ... World Future Energy Summit 2010

Visit the US Pavilion from January 18-21, 2010 at the World Future Energy Summit in Abu Dhabi, United Arab Emirates. **Learn more/register:** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29601

In April 2006, Abu Dhabi took a bold and historic decision to embrace renewable and sustainable energy technologies. As the first major hydrocarbon-producing nation to take such a step, it has established its leadership position by launching the MASDAR Initiative, a global cooperative platform for open engagement in the search for solutions to some of mankind's most pressing issues: energy security, climate change and truly sustainable human development. In order to achieve the long term goals of MASDAR it was deemed essential to pool together the highest level of expertise, investors and suppliers – hence the birth of the World Future Energy Summit (WFES). This event brings together the world's leading innovators, educators, scientists, venture capitalists and experts in the field of future energy. WFES 2010 is expected to be one of the world's most important renewable energy events, where investment opportunities are identified, project funds are secured, and deals with investors are made. For more information contact Rula Omeish at rula.omeish@trade.gov

Malaysian Markets for Maritime & Aerospace Companies

Langkawi International Maritime & Aerospace Exhibition 2009 (LIMA 2009), a U.S. Department of Commerce Trade Fair Certified event will be held from December 1-5, 2009 at the Mahsuri International Exhibition Centre, Langkawi, Malaysia. The show is the perfect venue for aerospace and maritime manufacturers targeting the Asia Pacific defense, law enforcement, and civil aerospace markets. More than 285 delegations from 48 countries attended LIMA 2007. U.S. Commercial Service international trade experts will be standing by to answer U.S. exhibitors' exporting questions in one-on-one private meetings. For more information, please contact Carolyn Warnes, Marketing International Corp., by phone at +1 (703) 527-8000, or by e-mail at carolyn@micexpos.com
Register: www.micexpos.com or http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29324