

Export News

From the Tampa Bay Export Assistance Center
U.S. Commercial Service,
U.S. Department of Commerce



July 2009 Edition

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1. Market of the Month – France

Market Overview

France is the world's sixth-largest economy. It has substantial agricultural resources, a large industrial base, and a highly skilled work force. France and the U.S. are long-standing, close allies. Despite occasional differences of views, the countries work together on a broad range of trade, security and geopolitical issues.

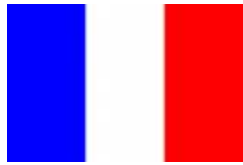
Trade and investment between the U.S. and France are strong. On average, over 1 billion dollars in commercial transactions take place between France and the U.S. every day, with the U.S. being France's sixth-ranked supplier and its sixth-largest customer. France ranks as the United States' eighth trading partner for total goods (imports and exports).



Some of the best prospects for U.S. exports include:

Travel and Tourism, Aircraft and Parts, Safety and Security Equipment, Computer Services, Computer Software, Industrial Chemicals, Computer and Peripherals, Telecommunications Equipment, Water Resources Equipment and Services, Medical Equipment, Automotive Parts Equipment, Plastics, Cosmetics, Education Services, Textile, Direct Marketing and E-Commerce Business to Consumer. To find agents, distributors, joint-venture partners or end-users in these or other industry sectors, contact George Martinez or Sandra Campbell.

To find out more information on why the France may be a golden ticket for you, please visit our website at: <http://www.buyusa.gov/france/>



Sources of information:

Florida Resources:

Jean-Charles Faust, Honorary French Consul, 813-505-3309, president@framco.org
French American Business Council of West Florida, Inc. (FRAMCO) Jean-Charles Faust, 813-505-3309, president@framco.org

George Martinez, Commercial Service, george.martinez@mail.doc.gov

Sandra Campbell, Commercial Service, sandra.campbell@mail.doc.gov or 727-893-3738

Commercial Service Contacts in France:

Travel/Tourism and Education Services: Valerie.Ferriere@mail.doc.gov

Aircraft & Parts: Cara.Boulesteix@mail.doc.gov

Telecommunications Equipment: Myrline.Mikal-Goide@mail.doc.gov

Water Resources Equipment & Services, Everett.Wakai@mail.doc.gov

Medical Equipment: Alain.Levy@mail.doc.gov

Automotive Parts Equipment: Stephanie.Pencole@mail.doc.gov

Cosmetics and Textile: Caroline.de.Villoutreys@mail.doc.gov

Direct Marketing and E-Commerce B2C: Rose.Marie.Faria@mail.doc.gov

Shipping to France:

Contact Jim Pyburn, Tampa Port Authority, jpyburn@tampaport.com, 813-905-7678

Contact Steve Tyndal, Port Manatee, 941-722-6621

Financing Trade with France:

BB&T Bank, contact Joe Davila, joe.davila@BBandt.com

Fifth Third Bank, contact Ken Nadler, ken.nadler@53.com

Mercantile Bank, contact David Matos, david.matos@bankmercantile.com

Regions Bank, contact Graham Martin, Graham.Martin@regions.com

Suntrust Bank, contact Charlotte Starfire, charlotte.starfire@suntrust.com

2. Mexico: Certificate of Free Sale

It is very important to know in advance the documents required by the Mexican Customs Agency for exports into Mexico. The Mexican Customs Bureau reports that one of the most common mistakes U.S. exporters make relates to lack of documentation. One of the most frequently missed documents by American exporters is the Certificate of Free Sale. Exporters should work closely with their importers and Mexican Customs Broker to determine if their product requires a Certificate of Free Sale. To learn more, [click here](#).

3. Access America a new Chinese-Language Directory of U.S. Firms

Access America is a new Chinese-language directory of U.S. firms that provides customized services to Chinese companies that want to conduct business in the U.S., including finding partners and setting up offices. The Access America Service Provider directory gives U.S.-

based companies and economic development agencies access and exposure to Chinese clients who seek U.S. expertise in global logistics, trade finance, HR, site selection, tax, insurance, legal and regulatory issues, marketing, and other support related to investing in the U.S. Your listing will include company information, company logo, and contact details, all translated into Chinese, all for a one-year subscription fee of \$400. Increase your firm's visibility in China. For more information, visit http://www.buyusa.gov/china/en/access_america.html

4. Trade Compliance and INCOTerms

International Commercial Terms (INCOTerms) are a very integral component of global trade. Corporations that sell and purchase in world markets require a basic knowledge of how INCOTerms play a role in their supply chain decisions. Trade compliance managers must “raise the bar” of their knowledge of INCOTerms and how they interface with the responsibilities of compliance management. INCOTerms pick a point in time that all nations who belong to the United Nations can utilize to standardize when the responsibilities and liabilities transfer from a seller to a buyer or from an exporter to an importer. When you start to interpret the definitions of the 13 INCOTerms (not an easy task to master), you will notice that an attempt is made to identify the party responsible for certain trade compliance issues. To learn more, click [here](#).

5. Commerce Department Secures Extension to EU Metric Labeling Exemption

U.S. companies exporting to the European Union (EU) will be able to continue using both metric and non-metric labels on their products, thanks to successful efforts on their behalf by the U.S. Department of Commerce's EU Metric Only Task Force.

According to EU Directive 2009/3/EC, published on May 7, 2009, an exemption will be extended indefinitely to existing EU regulations that would have required the exclusive use of metric labeling by January 1, 2010. This new directive is expected to save U.S. firms hundreds of millions of dollars because they can go metric according to their own timeline, without facing a major trade barrier in the EU.

6. State Department Launches Pilot Test of D-Trade 2 Application

The State Department's Directorate of Defense Trade Controls has posted to its website a notice stating that beginning July 6 it will permit selected U.S. applicants to submit agreements and their amendments electronically via the D-Trade 2 application. This electronic system will employ the D-Trade 2 production application as the means for submitting, reviewing and approving agreement proposals. It will incorporate the DSP-5 tool as the primary instrument for transitioning agreements and their respective amendments from one phase of the adjudication process to the next. This process will negate the need for DDTC to issue a separate authorization letter upon approval of a case.

Dependent on the success of this pilot program, DDTC anticipates making the submission of electronic agreement applications available to all U.S. applicants around Oct. 1, followed by making the submission of electronic agreement applications mandatory for all applicants in spring 2010. For the time being, however, DDTC will continue to accept paper submissions until further notice.

Source: World TradeINTERACTIVE™, prepared by the law firm of Sandler, Travis & Rosenberg, P.A.

7. How OSAC (Overseas Security Advisory Council) Can Help Your Business

The Overseas Security Advisory Council (OSAC) is a public/private partnership between the Department of State and private American corporations with a presence overseas. OSAC benefits American companies by seeking to establish a liaison between the U.S. government and the U.S. private sector through the exchange of accurate, timely, and relevant security-related information. It remains committed to providing best practices guidance to the U.S. private sector that will protect the competitiveness of U.S. organizations working overseas. Countries with a strong OSAC program find that their membership provides them with access to the expert security knowledge of the Diplomatic Security Service special agents serving as Regional Security Officers overseas. Access to this information can be extremely helpful when operating in unknown foreign territories. See: <http://www.osac.gov/>

For a more thorough overview OSAC, please contact Sandra.Campbell@mail.doc.gov for a copy of a recent PowerPoint presentation.

8. Useful Websites & Leads

2008 Top U.S. Export Markets – Free Trade Agreement and Country Fact Sheets:

http://trade.gov/media/publications/pdf/tm_091208.pdf

2008 Latin American Business Environment Report:

<http://www.latam.ufl.edu/LABE/Content/LABER08.pdf>

The University of Florida report analyzes the business-relevance of developments in Latin America over the past year and assesses the outlook for 2009. In addition to a regional overview, it provides systematic comparisons of the 18 largest economies in Latin America.

U.S. Commercial Service Trade Leads: <http://www.export.gov/tradeleads/index.asp>

This site contains pre-screened, time-sensitive leads and Government Tenders gathered through U.S. Commercial Service offices around the world. You can search leads and receive notification when new leads are posted. Free, but registration to access website required.

Information and Communication Technology International Trade Opportunities

In an effort to assist U.S. firms in the information and communication technology industry to increase their export sales, the U.S. Department of Commerce/Commercial Service Information and Communication Technology (ICT) team has created the online "ICT e-Market Express."

Distributed quarterly, this bulletin lists our most recent information and communication technology market research, trade leads, and trade events. To review the bulletin, please visit:

<http://www.buyusa.gov/eme/ict.html>

Enterprise Florida (EFI) Trade Leads: <http://myeflorida.com/mk/get/exportleads> Florida manufacturers, distributors, exporters, and professional services providers can connect with companies from around the world through EFI's Electronic Trade Leads Network. EFI identifies and qualifies foreign companies interested in sourcing goods and services, creating export opportunities for Florida companies. Free, but restricted to Florida companies only.

List of Worldwide Embassies, Consulates: <http://www.embassypages.com/>

EmbassyPages.com is the most comprehensive embassy and consulate resource on the internet. Nearly every embassy and consulate in the world is included in the directory, with contact details for more than 22,000 representations - corresponding to around 95 per cent of all diplomatic and consular representations worldwide.

Agricultural Industry Lead:

There is a company in New Zealand interested in buying and/or representing American suppliers of green technologies for the agriculture sector. For more information, please contact Sandra.Campbell@mail.doc.gov

A Layman's Guide to the Foreign Corrupt Practices Act

<http://www.usdoj.gov/criminal/fraud/docs/dojdocb.html>

Document Certification Regulations for Saudi Arabia

<http://www.saudiembassy.net/Travel/Consular-Services/Document-Certification-Regulations.asp>

MARKETPLACE: An Online Resource of Regional Transportation Services

On JOCsailings.com (the worldwide source of online shipping schedules), you can access MARKETPLACE, a one-stop shop for obtaining info on local businesses for logistics needs.

Managing Imports & Exports

The latest edition of Managing Exports & Imports (published by the Professional Association of Import/Export Compliance Managers) is now available. To view it, visit <https://www.insider.ita.doc.gov/askme/~view/Form/6085876/MEIMAY09.pdf>

FITA (Federation of International Trade Associations) Issue #213

Topics discussed include opportunities in Jordan, Social Security systems, contracts, and world press. To view the newsletter, visit <http://fita.org/useful/archives/213.html>

9. Tampa Bay Calendar of Events

We have a calendar of events on our website to keep you updated on upcoming events in the Tampa Bay area, as well as regional and national events. We will be adding new events as they arise so please check the website often. Also featured are various trade missions organized by the U.S. Commercial Service or our Florida partners. Visit <http://www.buyusa.gov/florida/tampabaycalendar.html>

10. Upcoming Events

DOMESTIC / ONLINE

July 23, 2009: Learn How to Market Your Business Using Twitter, FaceBook, and LinkedIn, Tampa, FL

This event is sponsored by the Tampa Bay Organization of Women in International Trade. Please RSVP by July 21st to jroeper@fowlerwhite.com or call (813) 222-3345.

July 28, 2009: Export University 101: Introduction to Exporting, Jacksonville, FL
Export University is a training program to help Florida companies begin an export initiative. For more info, visit http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29572

July 29, 2009: Opportunities in India and Medical Fair India 2010 Discussion, Webinar
Next year, there will be a 3-city medical trade mission to New Delhi, Chennai and Mumbai, where Medical Fair India 2010 will occur. For more information, visit <http://www.hospimedica-india.com>

August 12-14, 2009 Florida International Medical Exposition, (FIME) Miami Beach, FL
Annual trade show featuring medical devices and hospital equipment. For details see: www.fimeshow.com

August 13-14, 2009: Automated Export System (AES) Compliance Seminar, Jackson, Miss.
Be in compliance with the latest export documentation rules. Contact Carol.moore@mail.doc.gov

August 18, Sept. 15, Nov. 10, and Dec. 8, 2009: International Business Training Workshops, Sarasota, FL
The primary objective of these training sessions is to provide you with the necessary skills to generate new export sales. Topics discussed include ensuring payment and managing risk (Aug. 18); modes of transportation and optimizing cost and efficiency (Sept. 15); how to comply with regulations, free trade agreements and evaluating potential business partners (Nov. 10); and identifying different major market regions and target market certifications (Dec. 8). For more information, contact Mireya Eavey at meavey@edcsarasotacounty.com or 941-309-1200 ext.105.

August 23-27, 2009: Buyer delegation from Senegal and Benin, Jacksonville, FL
Meet buyers from these African nations. For details contact: Jorge.arce@mail.doc.gov

September 9-10, 2009: Trade North America Conference, Detroit, MI
Trade North America Conference is designed to provide new and experienced exporters with knowledge and contacts for success in Canada and Mexico. For more information, visit <http://www.TradeNorthAmerica.com>

September 15-17, 2009: Complying with U.S. Export Controls, Oklahoma City, OK
Learn the latest export controls rules of the Bureau of Industry and Security. Contact: Ronald.wilson@mail.doc.gov.

September 29 – October 1, 2009: 7th Biennial U.S.-Africa Business Summit: Realizing the Investment Power of Africa, Washington, D.C.
This three-day event will provide comprehensive information on the latest trade and investment opportunities across Africa's most promising sectors. For more information, visit <http://www.africacncl.org>

October 18-21, 2009: Panama Trade Delegation, St. Louis, MO
For more information, visit <http://www.buyusa.gov/stlouis/panamatradedelegation.html>

November 3-5, 2009: 2009 Automotive Aftermarket Industry Week, Las Vegas, NV
This event is composed of the Specialty Equipment Manufacturing Association (SEMA) Show and the Automotive Aftermarket Products Expo (AAPEX).

For more info, visit <http://www.semashow.com/> and <http://www.aapexshow.com/> or contact Shelby Peterson at Shelby.Peterson@mail.doc.gov

January 13-15, 2010: AG CONNECT Expo, Orlando, FL

AG CONNECT Expo provides a world-class collaborative event that connects all sectors of the agriculture industry through exhibits, education and networking with a global perspective.

For more information about the event, please contact Mark.Wells@mail.doc.gov or visit <http://www.agconnect.com>

INTERNATIONAL

September 8-10, 2009: MEDTEC China, Shanghai, China

Medical device and equipment manufacturers will have access to hundreds of leading medical OEM suppliers. For more info, visit http://www.devicelink.com/expo/shanghai09/index_en.html or contact Lisa Huot at lisa.huot@mail.doc.gov

September 28 – October 6, 2009: RepCAN 2009 U.S. Matchmaker and Exhibition

This event offers a cost-effective way to establish profitable relations with prospective agents, distributors and end-users in Canada's primary regional markets.

Apply by July 31, 2009. For more info, contact Madellon Lopes at 416-595-5412 ext. 227 or Madellon.Lopes@mail.doc.gov

October 6-8, 2009: JETRO BIZMATCH @ CEATEC JAPAN 2009, Chiba, Japan

JETRO BIZMATCH is a business-matching event that connects representatives from foreign firms with potential Japanese partners. CEATEC or "Combined Exhibition of Advanced Technologies" is Asia's largest annual technology and electronics exhibition.

Apply by July 15, 2009. For more information, visit <http://www.jetro.org/ceatec2009>

October 18-20, 2009: 15th Annual Central Europe/North America Airport Issues Conference, Dubrovnik, Croatia

This program is designed to promote the exporting of aviation/airport related North American products and services by providing direct contacts and meaningful dialogue between aviation-related companies and key airport/aviation officials in the region.

For more information, visit <http://www.aaaemeetings.org/>

October 22-26, 2009: Grand Tampa Bay Showcase, London, England

This business and commerce mission organized by the World Trade Center Tampa Bay will promote many real estate and investment opportunities available in Tampa Bay. For more information, call 813.864.3500 or email sa.wtctampabay@gmail.com

October 23-25, 2009: IDEM India 2009, Mumbai, India

IDEM India will bring exhibitors from all over the world together with the Indian dental industry.

For more info, visit <http://www.idem-india.com> or contact Lisa Huot at lisa.huot@mail.doc.gov

November 4-8, 2009: Executive Trade Mission to Libya and Algeria

This mission will promote U.S. products and technologies in "best prospects" sectors.

Apply by August 1, 2009. For more info, contact Lisa Huot at 202-482-2796 or at northafricamission@mail.doc.gov

November 18 - 21, 2009: MEDICA 2009, Dusseldorf, Germany

MEDICA is the center of attraction for all those involved in the health care industry. More than 135,000 visitors from well over 100 countries are expected to attend.

For more information, contact Michael Schiffhauer at mschiffhauer@eflorida.com or at 407-956-5634 or visit http://www.eflorida.com/newsletter/medica_09.pdf

March 23 - 25, 2010: Convergence India 2010, New Delhi, India

This is the largest communications event in India. U.S. companies involved in the telecommunications, mobility, broadcast, information technology, information security, and consumer electronics industry sectors have a great opportunity to generate new business.

For more information on this event, visit <http://www.convergenceindia.org/>

For additional events, please visit: <http://www.export.gov/trade/events/index.asp>

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