

Export News

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



June 2009 Edition

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1. Market of the Month – Brazil

Market Overview

The Federal Republic of Brazil is the largest country and economy in South America, with approximately 189 million inhabitants. With a total area that is just slightly smaller than the continental U.S., Brazil shares borders with every South American country except Chile and Ecuador. Brazil enjoys a growing middle class, increasing internal demand for goods and services, and while being affected by the global economic downturn, seems to be at least somewhat protected from the dramatic economic downturns experienced by many other countries.

In 2008, the bilateral trade relationship between Brazil and the U.S. hit record levels, reaching US\$ 53 billion, with U.S. exports at US\$ 25.6 billion, and imports from Brazil at US\$ 27.4 billion. Strong global demand for commodities, along with prudent fiscal policies and a burgeoning middle class, helped fuel Brazil's economic growth.



Some of the best prospects for U.S. exports include: agricultural equipment; agriculture; aircraft and parts; airports; computer software; e-commerce; highways; insurance; iron and

steel; IT hardware; medical equipment; mining; oil and gas; pharmaceuticals; pollution equipment; ports; railroads; safety & equipment; telecommunications & tourism.

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 Brazil may be a golden ticket for you, please visit our website at: <http://www.buyusa.gov/brazil/>



Sources of information:

Florida Resources:

Consulate of Brazil in Miami, (305) 285-6200

Consul General, Luiz Augusto de Araujo Castro, consulgeral@brazilmiami.org

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

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

Brazil Resources:

Deputy Senior Commercial Officer: Scott Shaw, Scott.Shaw@mail.doc.gov

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Commercial Service in Brasilia: Rebecca Armand, Rebecca.Armand@mail.doc.gov

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Commercial Service in Recife: Anderson Azevedo, Anderson.Azevedo@mail.doc.gov

Commercial Service in São Paulo: Sean Kelley, Sean.Kelley@mail.doc.gov

Shipping to Brazil:

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

Port Manatee, portoffice@portmanatee.com, 941-722-6621

Financing Trade with Brazil:

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. New Changes to Cuba Trade Embargo

President Barack Obama has signed into law a bill that will ease some of Washington's economic sanctions on Cuba. This new law will ease curbs on sending medicines and food. Cuban-Americans will be allowed to travel to the island once a year and send more money to relatives there. For more details go to: <http://www.treas.gov/offices/enforcement/ofac/>

Source: "Managing Imports & Exports"

3. New Services from Commercial Service China: QuickTake and Access America

QuickTake China is a service that provides U.S. companies with a counseling session via a conference call. Our offices in China will then prepare a brief survey report highlighting issues and opportunities nationally, and in different regional markets. Afterward, they provide additional counseling to help you develop a comprehensive strategy to prioritize your next steps. For more information, visit <http://www.buyusa.gov/china/en/qtcforexporters.html>

The Access America Directory is a cost-effective way for American companies based in the U.S to target and promote their services in Chinese to prospective investors from China and expand export sales. The directory is actively promoted within China as a resource for Chinese companies investing in the United States. Directory listings are in English and Chinese. For more information, visit http://www.buyusa.gov/china/en/access_america.html

4. Federal Stimulus Package Opens ICT Business Opportunities

The Commerce Department's Office of Technology and Electronic Commerce (OTEC) has compiled a table of Information and Communications Technology (ICT) business opportunities in the American Recovery and Reinvestment Act (ARRA) of 2009. The \$787 billion stimulus package includes specific opportunities for suppliers of ICT services and products in the following sectors: computer hardware and software, data storage, networking equipment, broadband equipment, telecommunications services, electrical instruments, semiconductors, photovoltaics (solar cells), and other electronic components. The ARRA also provides funding for certain R&D projects of interest to ICT companies. For more information, visit www.export.gov/infotech

5. New to Canadian Market? Consider RepCAN 2009 Business Matchmaking Event

RepCAN 2009 will provide U.S. small-to-medium sized, export-ready companies (SMEs) in all industry sectors, an efficient, cost-effective opportunity to enter the Canadian market and establish profitable commercial relations with prospective agents, distributors, end-users and joint venture partners. This multi-sector matchmaker/exhibit has three stops - Toronto, Ontario on September 29, Montreal, Quebec on October 1, and Vancouver, British Columbia on October 6. U.S. Companies will have an opportunity to gain practical international business experience in an environment that offers the potential for high returns with minimal risk while working with the U.S. Commercial Service in Canada.

Our U.S. Commercial Service Specialists will schedule a day of one-on-one appointments in each city, based on participant's goals and objectives. We will also host briefings on "Doing Business in Canada" and provide U.S. participants with networking opportunities, assistance with logistics and customs, special hotel rates, and much more.

Registration is limited. Apply by July 31, 2009. For more information please contact Madellon Lopes at Madellon.Lopes@mail.doc.gov, call (416)-595-5412 x227 or visit <http://www.buyusa.gov/canada/en/repcan2009.html>

6. Free Webinar: How to Protect Your Business Interests and Employees Abroad

Venue: Your Computer
Date: July 15, 2009

Cost: Free

Learn more/register: <http://www.buyusa.gov/colorado/osac.html>

This Free webinar will provide critical information to protect you, your products and your firm when dealing with overseas markets. Presented by security experts from the Overseas Security Advisory Council (OSAC) of the U.S. Department of State, Christopher J. Medeiros, Senior Coordinator for Western Hemisphere, East Asia and Major Events, and Brent Heminger, Regional Coordinator for GCC, Iraq, and Iran, this webinar will focus on the role of OSAC and how they provide U.S. businesses with continually updated information on global security threats. For additional information contact: Suzette.Nickle@mail.doc.gov

7. Guide to EU Data protection Directive “Safe Harbor” Self-Certification

U.S. companies that are seeking to comply with the data protection directive of the European Union (EU) about safeguarding personal data transferred to the United States by self-certifying compliance to the U.S.–EU Safe Harbor Framework now have a basic handbook to follow, with the recent publication of Guide to Self Certification: U.S.–EU Safe Harbor Framework (http://export.gov/static/sh_selfcert_guide_Latest_eq_main_018879.pdf).

The framework is an important, cost-effective tool for U.S. companies to avoid interruptions in their business dealings with EU companies or enforcement action under European privacy laws. Self-certifying compliance to the framework will ensure EU organizations that a U.S. company is providing adequate privacy protection as defined by the EU directive. To download a copy of the guide, or to learn more about the Department of Commerce’s Safe Harbor program, visit <http://www.export.gov/safeharbor>

8. Enterprise Florida Offers Trade Event Grants for the Marine Industry

Qualifying marine industry members and companies can receive Enterprise Florida (EFI) Target Sector Trade Event Grants for the following three shows:

- Cannes International Boat & Yacht Show (September 9-12, 2009)
For more information on this event, visit www.salonnautiquecannes.com
- Boot Dusseldorf (January 23-31, 2010)
For more information on this event, visit www.boot.de
- Dubai International Boat Show (March 9-13, 2010)
For more information on this event, visit www.boatshowdubai.com

To view the eligibility requirements for these and other grants, visit http://www.eflorida.com/uploadedFiles/Why_Florida/International_Advantages/Florida_International_Economic_Stimulus_Program/Target%20Sector%20Trade%20Event%20Grants.pdf

9. Business Traveler Notice of Potential Impact to China Travel Caused by the H1N1 Influenza, or Swine Flu

China has instituted procedures for border authorities to screen for the possibility of influenza among passengers on arriving international flights. Chinese Health and Quarantine (H&Q) authorities implemented the following procedures to screen for the possibility of influenza among passengers on flights arriving from the U.S.:

- All passengers are required to complete an H&Q health form (or “Quarantine Card”) prior to disembarkation. The air carrier will provide passengers with the necessary paperwork prior to landing.
- H&Q quarantine officers will board the aircraft and perform temperature readings on each passenger using noninvasive, handheld temperature wands. During this time, all passengers will remain on board unless otherwise indicated by H&Q officers.
- Once all passengers’ temperatures have been taken and no one is found to be suffering from fever, all passengers will be released and disembarkation will begin.
- Should a passenger be found suffering from fever specific procedures for assessment are as follows:
 - One case of fever on board the flight:*
 - All passengers seated 3 rows before and after the individual will be required to remain on board for additional testing and evaluation by H&Q.
 - Upon completion of H&Q’s assessment, these passengers will be released or placed in quarantine.
 - All other passengers will be released upon completion of a H&Q health form.
 - Two or more cases of fever on board the flight:*
 - All passengers are required to remain on board until further notice.
 - All passengers will be relocated to designated areas for further evaluation.
 - Upon completion of H&Q’s assessment, passengers will either be released or placed in quarantine.

H&Q stated the next steps after evaluation may include simply completing a “Quarantine Card,” undergoing a routine medical exam at the airport, or in some circumstances, transportation to local hospitals and/or hotels designated for quarantine. The official quarantine period is up to seven days. For more current information on the H1N1 flu, please also consult the US Center for Disease Control at: <http://www.cdc.gov/h1n1flu>

10. 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.

U.S. Commercial Service e-Market Express: <http://www.buyusa.gov/eme/>

Distributed once a month, this bulletin lists our most recent market research, trade leads, and trade events for selected industries.

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.

List of Foreign Buyers from Jordan, Ghana, and Kuwait:

Our commercial specialists recently led delegations of foreign buyers to the **Automotive Aftermarket Products Expo (AAPEX)** and the **Specialty Equipment Marketing Association (SEMA)** shows in Las Vegas, the **Consumer Electronics Show (CES)** in Las Vegas, and the **International Franchise Show** in Washington, D.C. To obtain a list of companies in the automotive sector from Ghana, Jordan and Kuwait, contact: george.martinez@mail.doc.gov
To obtain the list of Jordanian companies who attended CES or the Franchise show, please contact Sandra.Campbell@mail.doc.gov

List of Foreign Buyers from South Korea, Brazil, and Vietnam:

Our commercial specialists recently led delegations of foreign buyers to the **Natural Products Expo West (NPEW)** in Anaheim. To obtain a list of companies in the natural/organic/health products sector from South Korea, Brazil, and Vietnam, contact: george.martinez@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.

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>

11. 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>

12. Upcoming Events

DOMESTIC / ONLINE

July 8, 2009: Webinar on IC-DISC, “The Last Tax Break for Exporters”

The Interest Charge-Domestic International Sales Corporation (IC-DISC) is a little-known tax break, available to U.S. exporters for more than 35 years that can make your international profits more lucrative. For more information, email Sara.Moreno@mail.doc.gov, call 859-225-7001, or visit: <http://www.buyusa.gov/kentucky/icdisc.html>

July 13-15, 2009: Export-Import Bank Trade Finance Solutions Seminar on “Increase Profits and Decrease Risks with Support from the U.S. Government”, Washington, D.C.

For more information, visit <http://quest.cvent.com/EVENTS/Info/Invitation.aspx?i=ee3dfdb1-dabd-4324-9b12-d15b1e7d747e>

July 15, 2009: Webinar on How to Protect Your Business Interests and Employees Abroad. This Free webinar will provide critical information to protect you, your products and your firm when dealing with overseas markets. <http://www.buyusa.gov/colorado/osac.html>

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: Webinar on Medical Product and Service Opportunities in India

Learn how your company can benefit from the rapid growth and development of the healthcare sector in India. For more information, call Jetta DeNend at 212-809-2644 or visit: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q8P>

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. More than 2,000 conference attendees are expected. For more information, visit <http://www.africacncl.org>

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 x227 or Madellon.Lopes@mail.doc.gov

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.

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. 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

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

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