

## Building an Economy That Lasts into the Future

Exports, and the jobs from them, will play a big role in ensuring U.S. economic growth during the coming years. Expanded free trade, along with investment in infrastructure and human capital, will facilitate that growth.

BY GREG BELL

It's been the consensus of both economists and businesspeople that exports support well-paying jobs and help U.S. businesses compete in the global economy. President Barack Obama hammered that point home on September 8, 2011, in a speech delivered before a joint session of Congress. In the speech, he emphasized how exports have played—and must continue to play—a significant

role in the continued economic recovery of the United States.

“If Americans can buy Kias and Hyundais, I want to see more folks in South Korea driving Fords and Chevys and Chryslers,” said Obama. “I want to see more products sold around the world stamped with the three proud words ‘Made in America.’”

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Francisco Sánchez, under secretary of commerce for international trade, at a meeting of the White House Hispanic Policy Conference held at Barry University School of Law in Orlando, Florida, on September 9, 2011. Sánchez emphasized the need for U.S. companies to aggressively pursue overseas opportunities. (photo courtesy Phelan M. Ebenhack)

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To help make this growth happen, Obama called on Congress to clear the way for pending free trade agreements (FTAs) with Colombia, Panama, and South Korea and a renewal of Trade Adjustment Assistance. The three agreements, once in force, will support tens of thousands of U.S. jobs. The South Korean FTA, through tariff reductions alone, would boost annual exports of U.S. goods by up to \$11 billion. The FTA would also create new opportunities for U.S. exporters in South Korea, which had a gross domestic product of \$1.5 trillion in 2010 and is the world's 12th-largest economy. Liberalized access to that market will help strengthen the trade competitiveness of the United States.

### **Infrastructure and Human Capital**

Obama's remarks about the FTAs and exports came as he unveiled the American Jobs Act, a proposal designed to put people back to work. According to independent analysts, the law would create as many as 1.9 million jobs.

The act would also allow for a number of sizable investments in U.S. infrastructure and education, including:

- **Transportation infrastructure:** \$50 billion in immediate investments for highways, transit, rails, and aviation to modernize the nation's infrastructure and to create thousands of jobs for construction workers
- **Teacher retention:** \$35 billion to prevent layoffs of up to 280,000 teachers
- **School modernization:** \$25 billion to modernize at least 35,000 schools

In addition, the act provides for a mix of tax cuts that are designed to help small businesses hire workers, to put more money in people's pockets, and to spur consumer spending.

### **Immediate Results**

On September 9, the day after Obama's speech, Francisco Sánchez, under secretary of commerce for international trade, addressed attendees at a meeting of the White House Hispanic Policy Conference in Orlando, Florida. Sánchez talked about the American Jobs Act and stressed that the president's proposal would not add a nickel to the

federal budget deficit and would have an immediate, positive influence on the U.S. economy.

Sánchez also emphasized that the three pending FTAs would add value to the U.S. economy, because "increased exports would lead to jobs for American workers and increased opportunities for entrepreneurs.... These days, in order for a business to achieve its full potential, it's no longer enough to target markets across town or across the state. You've got to access markets across borders and overseas; 95 percent of the world's customers live outside the United States."

### **Highest Level of Exports on Record**

According to the latest export figures from the Department of Commerce (see sidebar, page 3), U.S. companies are increasingly embracing exporting as a business strategy. In July 2011, U.S. exports of goods and services were the highest on record, increasing 3.6 percent over June 2011 to \$178 billion. A significant portion of this growth was because of travel- and tourism-related activities. International visitors spent a record-setting \$13.3 billion during July.

During the first seven months of 2011, overall export growth was up 16 percent compared to the same period in 2010. That increase keeps the country on track to meet Obama's goal of doubling exports by the end of 2014 through the National Export Initiative (NEI).

### **ITA Role**

To ensure that those positive export trends continue, the International Trade Administration (ITA) plays a key role in overseeing the application of international trade rules, strengthening U.S. commercial ties with other countries, and advocating on behalf of U.S. companies to ensure that there is a level playing field on which they can compete overseas. And along with the other federal agencies in the President's Export Promotion Cabinet, which Obama established to develop and coordinate implementation of the NEI, ITA is taking steps to increase the availability of credit to small and medium-sized enterprises.

Those efforts work to support U.S. competitiveness in global markets. As Obama noted, "We

now live in a world where technology has made it possible for companies to take their business anywhere. If we want them to start here and stay here and hire here, we have to be able to out-build and out-educate and out-innovate every other country

on Earth.” It is a challenge the U.S. economy will face as it continues down the road to recovery.

*Greg Bell is a writer in the International Trade Administration's Office of Public Affairs.*

## GOOD NEWS IN JULY EXPORT NUMBERS

Every month, two Department of Commerce bureaus, the Census Bureau and the Bureau of Economic Analysis, issue a report on U.S. international trade in goods and services known as the FT-900 release.

The most recent report covers trade in July 2011. Overall, the news was good for the U.S. economy. Exports of goods and services in July increased 3.6 percent from June to \$178 billion. Compared to July 2010, exports of goods and services in July 2011 were up \$23.4 billion, or 15.1 percent. This figure was the highest on record.

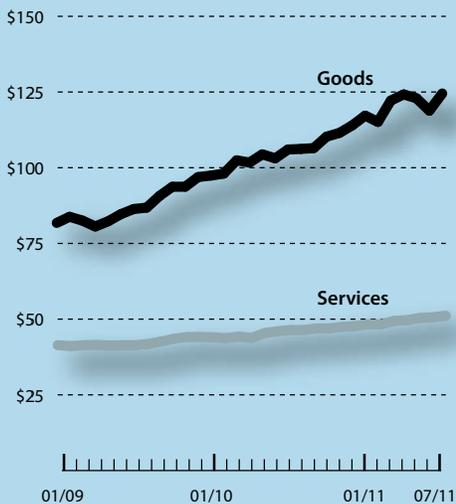
Goods that showed notable increases included industrial supplies, capital goods, and automobiles. Services that showed increases included private services (such as business, professional, and technical services); travel and tourism; and royalties and license fees.

Reacting to the new export numbers, Rebecca Blank, acting secretary of commerce, noted that “the global marketplace presents vast opportunities for U.S. companies, and today’s trade report shows they are taking advantage of those opportunities.”

To see the full report, visit [www.census.gov/ft900](http://www.census.gov/ft900).

### Growth in U.S. Exports . . .

Monthly exports of U.S. goods and services, January 2009–July 2011 (billion of dollars)



### . . . with Strength in These Sectors

Year-over-year increases in exports of selected goods and services, July 2010–July 2011 (billions of dollars)

#### Goods:

Industrial supplies	\$9.6
Capital goods	\$3.4
Automobiles and parts	\$2.7

#### Services:

Private services	\$2.2
Travel	\$1.3
Royalties and licenses	\$0.7

Source: U.S. Department of Commerce, Bureau of Economic Analysis, FT-900 release, September 8, 2011.

# Leaving Your Company's Comfort Zone

According to an executive of Combustion Associates Inc., current and potential exporters should leave their comfort zone if they want to succeed overseas or to enter a new market.



Kusum Kavia, chief operating officer of Combustion Associates Inc., reviews plans for an installation in Benin. The company's modular power plants, says Kavia, "can power an entire village. The turbines not only provide power, but . . . help to grow an entire economy." (photo courtesy Combustion Associates Inc.)

In May 2011, then Secretary of Commerce Gary Locke presented Combustion Associates Inc., with an E Award for Exports. The company, located in Corona, California, was one of 27 U.S. companies and organizations presented with the award, which is the highest U.S. government recognition any U.S. entity can receive for supporting export activity.

Combustion Associates is a minority-owned business that provides power solutions to clients in the energy, process, and environmental industries. To sell overseas, the company worked closely with the U.S. and Foreign Commercial Service (USFCS). Most recently, it successfully bid on a multimillion dollar project with the government of Benin to supply gas turbines to help fill that West African country's growing energy needs.

Recently, Doug Barry of the Department of Commerce's Trade Information Center spoke with Mukund Kavia and Kusum Kavia, the husband and wife team that founded the company in 1989.

**Barry:** *What exactly does Combustion Associates do?*

**Ms. Kusum Kavia:** Our company manufactures power generation systems using aeroderivative turbines. We provide modular power plants in the range of 1 to 10 megawatts. A 1-megawatt plant is the size of a 40-foot container and can power 1,000 U.S. homes. So when we install such a plant in an emerging country in Africa, Eastern Europe, or Central America, it can power an entire village. The turbines not only provide power, but they really help to grow an entire economy.

**Barry:** *How big is your company?*

**Ms. Kavia:** When we started our business in 1989, we were a two-person office in a 200 square foot facility. Today, we've grown to 60 employees with a 40,000 square foot facility, and most of our revenue comes from exporting.

**Barry:** *Are you both engineers?*

**Mr. Mukund Kavia:** I'm an engineer. My wife is in business management and is the chief operating officer of the company.

**Barry:** *What was the biggest challenge your company faced in getting started in the international marketplace?*

**Ms. Kavia:** The biggest challenge was that we were not a brand name and were not recognized in the industry. Being a small company, we had to make a name for ourselves out there. So we used partnerships with the USFCS and other government agencies to help spread our name around and to broadcast what we did. That effort successfully elevated the company to a higher level, and we

## ABOUT THE E AWARDS

were subsequently able to be in front of potential customers at the international level.

**Barry:** *I understand you received help from various government agencies as you started selling overseas. Any agencies in particular?*

**Mr. Kavia:** Fred Latuperissa of the U.S. Export Assistance Center (USEAC) in Ontario, California, was especially helpful. He did a lot of background research for us about where we wanted to export. He showed us the right way to do it. When we brought potential customers to the United States, he and his colleagues accommodated them in every sense possible. Fred literally opened up his office to us! For example, when we started, we didn't even have a room to accommodate a foreign delegation that was coming to hopefully do business with us. I called Fred at the USEAC, and he said, "Please, use my conference room." He even had the ability to bring together bankers and representatives of the Export-Import Bank of the United States under one roof. He has just been extremely supportive of us from the time we started.

**Barry:** *This doesn't sound like the stereotypical government agency.*

**Ms. Kavia:** In my experience, government offices at every level—local, state, and federal—really go out of their way to help businesses blossom and grow. When we've gone to government offices and told people our story, they've opened up and asked, "How can we help you?"

**Barry:** *The majority of U.S. exporters sell to only one international market. How many countries do you sell to?*

**Mr. Kavia:** We are now active in about 10 countries. We are in Africa, which is a growing market right now. We are also in Asia, Central America, and Eastern Europe.

**Barry:** *About how much of your company's revenue do exports account for?*

**Mr. Kavia:** About 90 percent.

**Barry:** *You are both immigrants from Kenya and Bangladesh through London, where I understand*

Combustion Associates Inc. was one of 27 U.S. companies and organizations that were recipients of this year's E Awards. The award traces its origins to World War II, when more than 4,000 E Pennants were presented to war plants in recognition of their production excellence. The famous flag with a big E emblazoned on it became a badge of patriotism in action. In 1961, President John F. Kennedy revived this symbol of excellence by creating the President's E Award. It was established as a means of giving recognition to people, firms, or organizations that have made significant contributions to increase U.S. exports. Since that time, more than

2,500 awards have been made. In 1969, the secretary of commerce created a related award, the President's E Star Award to recognize the continuing export expansion contributions of previous E Award recipients.

Winners of the awards are authorized to fly a blue and white banner, to display the accompanying certificate of commendation, to wear and issue to employees an E lapel pin, and to refer to the award in their advertising. The awards are usually presented in May during World Trade Week at a ceremony held in Washington, D.C.

For more information about the E Awards, visit <http://trade.gov/cs/eaward.asp>.

*your parents still live. They must have been very proud of your receiving the E Award.*

**Ms. Kavia:** We wish they could have been here. They told their neighbors in London. We are very appreciative of the honor that the U.S. Department of Commerce gave our company. We feel that if the U.S. government is behind us, there really is no stopping us. We want to work hard. Out in the world, we want to make sure that we are there to represent our country and to really be the best that we can be. We're a family-owned business, and we really have the typical American story. We came to this country with very little but lots of big dreams. And so to us, America still remains the land of opportunity.

**Barry:** *What advice do you have for company decisionmakers who are considering exporting or whose companies already do a bit but not in a strategic way?*

**Ms. Kavia:** I would say don't limit yourself. You're already doing something that you know is your passion. All you have to do is get out of your comfort zone. Yes, things are going to be there for you as you grow. You're going to have different challenges—some new, some old. But I would encourage everyone who is looking to export to ask, "Why haven't I thought of doing that?"

# Short Takes

## **International Buyer Program Accepting Applications for 2013**

Trade show organizers interested in participating in the Department of Commerce's International Buyer Program (IBP) during 2013 have until October 31, 2011, to submit an application.

Under the program, trade specialists from the International Trade Administration's U.S. and Foreign Commercial Service (USFCS) and the Department of State recruit and lead foreign buyer delegations to approximately 35 participating IBP shows in the United States.

IBP brings international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. This cooperative effort between the Department of Commerce and trade show organizers benefits U.S. firms exhibiting at selected events by providing them with practical, hands-on assistance, such as export counseling and market analysis by ITA's country and industry experts; a listing in an "export interest" directory; and matchmaking services.

Show organizers participating in IBP also agree to provide access to an international business center at their shows, where representatives from exhibiting U.S. companies can meet privately with prospective international buyers, sales representatives, and potential business partners.

In 2010, IBP brought 13,000 foreign buyers and their representatives to U.S. trade shows.

The application period for participating in IBP during 2013 opened on September 1, 2011, and will close on October 31, 2011. Full details about the application procedures were published in the *Federal Register* (at 76 FR 54,428) on September 1, 2011. A copy of the *Federal Register* notice, the application form, and supplementary information are available on the Web at [www.export.gov/IBP](http://www.export.gov/IBP), or contact IBP by e-mail to request an application package: [IBP2013@trade.gov](mailto:IBP2013@trade.gov).

## **New Agreement Provides for Improved Coordination of State and Federal Export Promotion Activities**

Efforts to better coordinate the export promotion activities of state agencies and the federal government took a step forward on September 7, 2011, with the signature of a memorandum of intent between the International Trade Administration (ITA) and the State International Development Organizations (SIDO). The agreement formalizes and expands ITA's existing partnership with state trade agencies to deliver services needed by U.S. companies that want to enter foreign markets. Francisco Sánchez, under secretary of commerce for international trade, and Manny Mencia, president of SIDO, signed the memorandum at a ceremony held in Washington, D.C.

"Working with partners like the State International Development Organizations will allow more small and medium-sized businesses to tap into resources that will help them find new customers," Sánchez said. "Through our network of international trade specialists in more than 100 U.S. cities and each state's trade office, businesses will be able to access assistance from experienced staff to simplify the exporting process."

Mencia echoed the sentiment. "We are excited to expand our working relationship with the International Trade Administration. A closer partnership between ITA and the states will provide greater access to export opportunities and trade financing for our companies and help to create much needed jobs in our states."

SIDO is a nonprofit affiliate organization of the Council of State Governments that represents the trade promotion organizations of U.S. state governments as well as Puerto Rico and the District of Columbia.

According to a 2009 report by the Government Accountability Office (GAO), more



Francisco Sánchez (left), under secretary of commerce for international trade, and Manny Mencia (right), president of the State International Development Organizations, sign a memorandum of intent in Washington, D.C., on September 7, 2011. The agreement provides for increased cooperation on export promotion programs. (U.S. Department of Commerce photo)

than three-quarters of state trade offices view ITA's export promotion services as "very" or "moderately" important to their states' export promotion capabilities. The GAO report also found that most states already rely on or partner with ITA to obtain export assistance in overseas markets where the states have no representation.

The new agreement will build on this relationship through a variety of means, including regular consultations between ITA and SIDO, enhanced partnership activities, and identification of opportunities that increase awareness of ITA's export promotion services.

### **Inaugural U.S.-Turkey Business Council Meets in Istanbul**

The inaugural meeting of the U.S.-Turkey Business Council was held September 19 in Istanbul, Turkey. It brought together 16 U.S. and Turkish business leaders to provide joint policy recommendations to both governments on ways to strengthen bilateral economic relations for expanded trade and investment.

The council was established in late 2010, and is made up of senior-level executives from both countries, who meet at least once a year. The meeting in Istanbul was cochaired by Francisco Sánchez,

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To receive notification by e-mail when new issues are published, visit [www.trade.gov](http://www.trade.gov), click on *International Trade Update*, and then click on the "Subscribe" link.

For more information and news, visit ITA's Web site at [www.trade.gov](http://www.trade.gov) or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

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# October 2011

## November 2–6

### Expo Vyva 2011

Santiago, Chile

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16820](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16820)

Now in its third year, this event is one of the premier shows for the travel and tourism industry in Chile. In 2010, it brought together more than 2,700 trade visitors and 20,000 members of the public. For more information, contact Claudia Melkonian of the USFCS, tel.: +56 (2) 330-3312; e-mail: [claudia.melkonian@trade.gov](mailto:claudia.melkonian@trade.gov).

## November 2–9

### American Film Market 2011

Santa Monica, California

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30976](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30976)

This annual trade show for independent motion picture production and distribution companies regularly attracts industry leaders from more than 70 countries. Attendees include acquisition and development executives, agents, attorneys, directors, distributors, financiers, and producers. For more information, contact Micaela Brown of the USFCS, tel.: (202) 482-0578; e-mail: [micaela.brown@trade.gov](mailto:micaela.brown@trade.gov).

## November 7

### Webinar: Small Business Administration Financing Information and Useful Export Resources

Middletown, Connecticut

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=32412](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=32412)

This one-hour Webinar will focus on export loan guarantee programs and export assistance resources available to small and medium-sized companies from the Small Business Administration. There is no fee to participate. For more information, contact Anne Evans of the USFCS, tel.: (860) 638-6953; e-mail: [anne.evans@trade.gov](mailto:anne.evans@trade.gov).

## November 8–11

### Product Literature Center at Aqua Ukraine 2011

Kiev, Ukraine

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30435](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30435)

U.S. companies in the water supply and wastewater treatment sectors will have the opportunity to promote their products and services by sending their catalogs for exhibit at the U.S. Product Literature Center at this show. The cost to participate is \$300 per company. For more information, contact Olena Stephanska of the USFCS, tel.: +380 (44) 490-4054; e-mail: [olena.stephanska@trade.gov](mailto:olena.stephanska@trade.gov).

## November 9–11

### Cosmoprof Asia 2011

Hong Kong, China

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30449](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30449)

This event is one of the most comprehensive international cosmetics trade shows in Asia, showcasing a wide range of products and services. Show organizers expect more than 1,200 exhibitors and 15 national pavilions, including a United States pavilion. For more information, contact Edward Kimmel of the USFCS, tel.: (202) 482-3640; e-mail: [edward.kimmel@trade.gov](mailto:edward.kimmel@trade.gov).

## November 13–17

### West Bank ICT Catalog Show 2011

Ramallah, West Bank

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=16544](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16544)

The USFCS is organizing a catalog show at Expotech for U.S. companies active in the information and communications technology sector. More than 50 exhibitors and 20,000 trade visitors are expected to attend. For more information, contact Assad Barsoum of the USFCS, tel.: +972 (2) 625-4742; e-mail: [assad.barsoum@trade.gov](mailto:assad.barsoum@trade.gov).

## November 16–19

### MEDICA 2011

Düsseldorf, Germany

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30991](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30991)

This show is one of the world's largest international fairs for medical equipment. It is expected to draw 137,000 trade visitors from 85 countries to see vendors of medical equipment and services, laboratory technology, clinical chemistry and diagnostic equipment, and related product lines and services. There will be three U.S. pavilions at the show. For more information, contact Anette Salama of the USFCS, tel.: +49 (211) 737-767-60; e-mail: [anette.salama@trade.gov](mailto:anette.salama@trade.gov).

## November 18–20

### Philoxenia 2011

Thessaloniki, Greece

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31778](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31778)

This show is Greece's premier annual international travel and tourism exhibition. In 2010, more than 20,000 visitors and 8,500 tourism professionals from Greece and 42 other countries attended the show. The USFCS is organizing a Literature Promotion Program, which customizes and expands on the traditional catalog show. The cost to participate is \$300 per company. For more information, contact Irene Ralli of the USFCS, tel.: +30 (210) 720-2302, 2303; e-mail: [irene.ralli@trade.gov](mailto:irene.ralli@trade.gov).

## November 30–December 2

### International Workboat Show 2011

New Orleans, Louisiana

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=31417](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=31417)

This event is one of the largest commercial marine trade shows in North America, serving businesses working on coastal, inland, and offshore waters. It will showcase leading commercial marine manufacturers, boat builders, distributors, and service providers, as well as the latest technologies for offshore supply vessels, tugs, barges, boat building, marine construction, and more. For more information, contact Brie Knox of the USFCS, tel.: (504) 589-6703; e-mail: [brie.knox@trade.gov](mailto:brie.knox@trade.gov).

Here is a list of selected international trade events of interest, including ITA-sponsored events and upcoming international trade fairs. The U.S. and Foreign Commercial Service (USFCS) maintains a comprehensive listing of industry shows at [www.export.gov](http://www.export.gov). A fee may be charged for participation in some of these events. For more information, see the full event listing on the Web or contact the staff person listed in the event description.

# On The Horizon

December 4–7

## United States Hispanic Chamber of Commerce Trade Mission

Santo Domingo, Dominican Republic

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=32333](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=32333)

The United States Hispanic Chamber of Commerce is organizing this trade mission. Participating U.S. companies will have the opportunity to meet with potential local partners at business meetings, to receive a briefing about how to do business in the Dominican Republic, and to participate in networking activities. For more information contact Sheila Andujar of the USCFS, tel.: (809) 227-2121, ext. 222; e-mail: [sheila.andujar@trade.gov](mailto:sheila.andujar@trade.gov).

December 5–9

## Renewable Energy and Energy Efficiency Executive Business Development Mission

Ankara, Istanbul, and Izmir, Turkey

[www.export.gov/california/kern/trademiissions/eg\\_us\\_ca\\_029994.asp](http://www.export.gov/california/kern/trademiissions/eg_us_ca_029994.asp)

Francisco Sánchez, under secretary of commerce for international trade, will lead this mission. Participants will benefit from meetings with potential partners, a networking reception at the U.S. ambassador's residence, and one-on-one meetings with government decisionmakers. Registration closes on October 17, 2011. For more information, contact Glen Roberts of the USFCS, tel.: (559) 348-9859; e-mail: [glen.roberts@trade.gov](mailto:glen.roberts@trade.gov), or Serdar Cetinkaya of the USFCS, tel.: +90 (312) 457-7203; e-mail: [serdar.cetinkaya@trade.gov](mailto:serdar.cetinkaya@trade.gov).

December 7–8

## Complying with U.S. Export Controls

Salt Lake City, Utah

[www.export.gov/utah/eg\\_us\\_ut\\_037994.asp](http://www.export.gov/utah/eg_us_ut_037994.asp)

This two-day program, organized by the USFCS and the Utah District Export Council, will feature specialists from the Department of Commerce's Bureau of Industry and Security, who will provide an in-depth examination of the information exporters need to know to comply with U.S. export control requirements on commercial goods. The program is well suited for any company or research institution that needs a comprehensive understanding of their obligations under the U.S. Export Administration Regulations. There is a registration fee of \$350. For more information, contact David Fiscus of the USFCS, tel.: (801) 255-1873; e-mail: [david.fiscus@trade.gov](mailto:david.fiscus@trade.gov).

December 13–15

## POWER-GEN International 2011

Las Vegas, Nevada

[www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30559](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30559)

This show is one of the industry's leading events for electric utilities, independent power producers, project developers, architectural and engineering firms, waste-to-energy plant operators, financial and legal firms, cogenerators, self-generators, and other suppliers in the power generation sector. Nuclear Power International will be held in conjunction with this show. More than 19,000 trade visitors are expected to attend. For more information, contact Shelby Peterson of the USFCS, tel.: (202) 482-5531; e-mail: [shelby.peterson@trade.gov](mailto:shelby.peterson@trade.gov).



Three Buddha stone heads, Singapore. (© Hayden Bird/iStock)

## Featured Trade Event

# Trade Winds Asia

May 14–22, 2012

Indonesia, Malaysia, Singapore, Thailand, Vietnam

[www.export.gov/pennsylvania/tradewinds/](http://www.export.gov/pennsylvania/tradewinds/)

East Asia is one of the most lucrative regions in the world for U.S. exporters, with growing sales during the past several years. Indonesia, Malaysia, Singapore, Thailand, and Vietnam together purchased more than \$47.7 billion worth of U.S. merchandise in 2009 and more than \$62.7 billion in 2010. Trade Winds Asia can help U.S. companies take advantage of those markets.

The central event of Trade Winds Asia will be a three-day business development conference on May 16–18, 2012, in Singapore. Before and after the conference, four separate trade missions will offer participating businesses the opportunity to visit Indonesia, Malaysia, Thailand, or Vietnam.

The conference location, Singapore, is home to a sophisticated and modern economy that offers excellent opportunities for U.S. firms interested in penetrating the Asian market. It offers free port status; a straightforward, English-speaking, U.S. style of doing business; strong intellectual property rights protection; and suffers from very little corruption. The country is a major trading hub. It imports and exports products from consumer goods to high-technology and industrial goods for reexport to third countries.

By participating in Trade Winds Asia, companies will benefit from a variety of events tailored to their needs, including prearranged consultations with up to 13 specialists of the U.S. and Foreign Commercial Service representing 14 countries, access to high-visibility business networking events with leading industry and government officials, and prearranged business meetings with representatives from firms throughout the region.

Previous Trade Winds that focused on Europe and the Americas have offered outstanding returns. One participant from last year's Trade Winds event in Mexico said, "We had a chance to interact with local and global companies and shared experiences that cannot be learned in any other way [than] just by 'doing it.' The forum was a terrific channel to accelerate and enhance entering a region for us."

The cost to participate in Trade Winds Asia ranges from \$1,950 to \$4,850 per company for one representative, depending on firm size and the number of mission stops. There is a \$500 fee for each additional company participant in the Singapore event and \$250 for each additional mission stop. Mission participants are responsible for travel, lodging, most meals, and incidentals. Applications must be received by March 30, 2012. For more information about the trade mission, visit its Web site or contact Shannon Christenbury of the USFCS, tel.: (704) 333-4886; e-mail: [shannon.christenbury@trade.gov](mailto:shannon.christenbury@trade.gov), or Judy Kornfeld of the USFCS, tel.: (703) 235-0331; e-mail: [judy.kornfeld@trade.gov](mailto:judy.kornfeld@trade.gov).

# Spreading the Word about How to Succeed in Exporting

A conference last month in San Diego, California, brought together more than 1,300 business counselors from around the country. With help from several Department of Commerce bureaus, including the International Trade Administration, participants sharpened their export counseling skills.

BY JOHN WARD



These small business counselors were among those who had the opportunity to learn more about exporting through a series of workshops cohosted by the Trade Promotion Coordinating Committee at the convention of the Association of Small Business Development Centers held in San Diego, California, September 6–9. (photo © Association of Small Business Development Centers)

**T**hanks to detailed training sessions that featured export specialists from the International Trade Administration (ITA), other federal agencies, and public and private partners in the trade community, more than 1,300 business counselors from Small Business Development Centers (SBDCs) recently updated their knowledge and skills in how to best help U.S. companies export.

The sessions were part of the annual convention for the Association of Small Business Development Centers, which was held in San Diego, California, on September 6–9, 2011. The SBDCs are a nationwide network of business counseling centers that are hosted by universities, colleges, and state economic development agencies. They are funded in part through a partnership with the U.S. Small Business Administration (SBA), and many work closely with ITA's U.S. Export Assistance Centers

(USEACs) (see sidebar). There are approximately 1,000 SBDCs located throughout the country.

## Certification Process

By taking the training at the convention, SBDC staff members can qualify for certification as export counselors. The impetus for this training comes from the National Export Initiative (NEI) and the Small Business Jobs Act of 2010.

President Barack Obama announced the NEI in the State of the Union Address in January 2010. It calls for doubling U.S. exports by the end of 2014. The Small Business Jobs Act requires that no less than five individuals or 10 percent of the staff from each of the 63 "lead" SBDCs be qualified as international trade counselors. (A "lead" SBDC is the institution that holds a contract with the SBA. It is responsible for administering and operating the SBDC program within a given jurisdiction, usually a state or territory.)

## Introductory and Intermediate Topics

ITA was directly involved in more than 10 exporting sessions at the conference through the work of the Trade Promotion Coordinating Committee (TPCC), which is a federal interagency body that coordinates federal export promotion efforts.

The sessions included introductory and intermediate tracks and covered topics such as export marketing and sales, global logistics and supply chain, export regulations, and international trade payments. Presenters included representatives from the Census Bureau and the TPCC.

The sessions focused on the basics of exporting because SBDC business counselors will be focusing their efforts on the needs of first-time exporters. Companies that are already exporting will be referred to the U.S. and Foreign Commercial Service staff at the local USEAC.

## Fulfilling a Mandate for Export Growth

The training sessions come at a propitious moment as the goal date set by the NEI comes closer. This cooperative approach also underscores how small and medium-sized enterprises can benefit when government agencies, along with public-private partnerships, join their complementary skills to more effectively promote U.S. exports.

*John Ward is a writer in the International Trade Administration's Office of Public Affairs.*

### For More Information

To find the location of the nearest U.S. Export Assistance Center, visit the U.S. government export portal at [www.export.gov](http://www.export.gov) or contact the Trade Information Center, tel.: 1-800-USA-TRAD(E) (1-800-872-8723). More information about Small Business Development Centers, including links to local offices, is available at [www.sba.gov](http://www.sba.gov). Click on "Small Business Development Centers" under "Counseling and Training."

## ITA JOINS WITH SMALL BUSINESS DEVELOPMENT CENTERS TO HELP U.S. EXPORTERS

BY PHILIPPA OLSEN

In their business counseling efforts, the Small Business Development Centers (SBDCs) often work closely with the International Trade Administration's U.S. and Foreign Commercial Service (USFCS) through the network of U.S. Export Assistance Centers (USEACs). There are more than 100 USEACs located across the country that are staffed by trade specialists who can provide market intelligence, trade counseling, business matchmaking, and advocacy support. The USEACs can also call on the knowledge and expertise of the USFCS's overseas staff members, who are located in more than 75 U.S. embassies and consulates.

Lyn Doverspike, director of the Pittsburgh, Pennsylvania, USEAC noted, "SBDCs are a perfect partner for us because they provide trade counseling for new exporters, as our complementary focus is on companies already exporting." She added that "companies exporting for the first time have a longer timeline before they begin, and SBDCs offer foundational counseling for them before the U.S. Commercial Service steps in and offers them specific exporting assistance."

This collaboration is especially beneficial in rural areas, commented Vickie Gyenes, a global trade manager who assists small businesses in the Appalachian region of western Pennsylvania through the St. Vincent College SBDC in Latrobe and the St. Francis University SBDC in Ebensburg. "Our clients are all small to medium-sized enterprises and may have experimented with exports in the past, but now see exporting as a vital part of their business," she said. "SBDCs provide secondary market research; organize educational seminars—from basic training to more complicated topics, such as export controls; and work with the USEACs who have overseas presence and expertise. It's a joint effort and a great relationship."

In 2010, the St. Vincent College SBDC's Center for Global Competitiveness received the President's E Award for Export Service. This annual award recognizes U.S. companies and organizations that facilitate export trade and contribute to U.S. job growth and competitiveness. From late 2009 through 2010, the center's efforts directly generated more than \$8.9 million in increased export sales for Pennsylvania companies, accounting for more than 150 new or retained jobs.

*Philippa Olsen is a marketing and communications specialist with the U.S. and Foreign Commercial Service.*



Lyn Doverspike (center), director of the Pittsburgh, Pennsylvania, Export Assistance Center, speaking at an Export Achievement Award ceremony for Cardinal Resources LLC. Exports account for close to 80 percent of the environmental services company's sales. Also attending the ceremony were Rep. Mike Doyle (right) and Kevin Jones, president of Cardinal Resources (left). (U.S. Department of Commerce photo)



## Short takes

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under secretary of commerce for international trade, and Ahmet Yakici, Turkey's under secretary for economy.

The importance of improving commercial ties between the two countries was underscored by Sánchez in remarks to attendees, "While our close government-to-government ties are essential, our companies are ultimately conducting the business necessary for economic development. Strong involvement of the private sector is critical to our goal of increasing U.S.-Turkey trade and investment."

According to the latest trade figures, through July 2011 total U.S. trade with Turkey reached almost \$12 billion. This represented a nearly 50 percent increase over the same period in 2010. If

this trend continues, full-year 2011 bilateral trade between the United States and Turkey will likely break all previous records. Through July, U.S. exports to Turkey totaled \$8.8 billion.

Turkey is a priority market under President Obama's National Export Initiative (NEI). Increasing trade and investment ties with this trading partner will help achieve the NEI's goal of doubling U.S. exports by the end of 2014, supporting millions of U.S. jobs, while also improving the Turkish people's access to the world-class products and services of U.S. businesses.

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*Vidya Desai of the U.S. and Foreign Commercial Service contributed to this section.*

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