

Export News

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



November 2009 Edition

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1. Thanksgiving Message

The Thanksgiving Day holiday is a time to give thanks for our many blessings and to spend time together with family and friends. The staff of the Clearwater U.S Export Assistance Center and I wish everyone a happy Thanksgiving!

George L. Martinez

2. Market of the Month – Guatemala

Market Overview

Guatemala is a country that should not be looked over when it comes to exporting. The U.S. is Guatemala’s largest trading partner providing 36% of Guatemala’s imports. Of the 8.2 billion in trade that the United States makes with Guatemala, 2.4 billion passes through Florida. After ratifying the U.S. Central America Free Trade Agreement in 2004, customs tariffs have been eliminated on over 80% of goods, service sectors have been opened, and clear rules have been

set on areas such as investment, government procurement, intellectual property protection, customs procedure, electronic commerce and the resolution of business disputes.

Although there are few legal or regulatory restrictions placed on foreign investors, doing business in Guatemala does have its risks and as seen in most of Central America, Guatemala has security issues, poverty, and low education levels. The government's involvement in business activities is small, and limited to some public utilities, and it welcomes foreign investment and generally accords foreign investors national treatment. The leading sectors for U.S. products are **automotive accessories** and **service equipment, construction equipment** and **building products, food processing and packaging, franchising**, as well as **computers** and **peripherals**.

To find agents, distributors, joint-venture partners or end-users in the above mentioned sectors or any other, contact George Martinez or Sandra Campbell.

To find out more information on exporting to Guatemala, please visit our website at:
<http://www.buyusa.gov/guatemala>



Sources of information:

Florida Resources:

Consulate of Guatemala in Miami, (305) 679-9945

George Martinez, Commercial Service, George.Martinez@mail.doc.gov or 727-893-3738

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

Commercial Service Contacts in Guatemala:

[U.S. Commercial Service Guatemala](#)

Shipping to Guatemala:

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

Contact Steve Tyndal, Port Manatee, STyndal@Portmanatee.com, 941-722-6621

Financing Trade with Guatemala:

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

3. New Federal Government Export Programs Guide

The 2009 edition of the Export Programs Guide has come out. This comprehensive guide describes programs from more than 20 U.S. government agencies that help U.S. companies export their goods and services to markets around the world. As many new and successful exporters have discovered, exporting can be an important source of growth, yet challenging. The information in this guide can ease the challenge by offering the support and assistance needed to become a successful exporter. While the USA remains one of the most competitive markets in the world, a low percentage of U.S. companies export when compared to other developed nations. Whether you are new to export or only export to one market, this guide will help you to better understand the range of Federal Export Assistance Programs.

To obtain a copy of the Export Programs Guide contact,
George Martinez, Commercial Service, George.Martinez@mail.doc.gov or 727-893-3738
Sandra Campbell, Commercial Service, Sandra.Campbell@mail.doc.gov or 727-893-3738

4. Enterprise Florida Wins “E-Star” Award

Enterprise Florida received the President’s “E Star” Award for Export Service on November 5, 2009. Secretary of Commerce Gary Locke made the presentation in Washington, D.C. during the U.S. Commerce Department’s National District Export Council Conference.

“E Star” is part of the President’s “E” Award program, which President John F. Kennedy established in 1961 to recognize people and organizations that make notable contributions toward the increase of exports from the United States.

U.S. Secretary of Commerce Gary Locke said, “Enterprise Florida has demonstrated a sustained commitment to export expansion” and commended Enterprise Florida’s trade education and promotion programs created since the company won its “E” Award in 2001. Enterprise Florida is the only economic development organization this year to win this award. Highlighting the role of Florida as a leading export state, three other Florida companies were presented export awards during the ceremony. Winning the President’s “E” Award for Exports for the first time were *Lexington International, LLC* of Ft. Lauderdale, and *The Produce Connection* of Miami. Winning the President’s “E Star” Award for Exports (for continued export success) was *Domestic Environmental Corp.* of Pompano Beach.

5. 2009 Tampa Bay Foreign Direct Investment Study

The 2009 Tampa Bay Foreign Direct Investment Study conducted by the Tampa Bay Partnership, shows that Tampa Bay has attracted significant and varied investments from great companies from around the world. These companies employ thousands of residents and contribute greatly to the economic vitality of Tampa Bay. The TBP Foreign Direct Investment Study was designed to validate each company’s presence within the Tampa Bay region, as well as its foreign ownership. In addition, the study contained qualitative and quantitative elements intended to provide a better picture of who Tampa Bay’s foreign companies are, what they do and why they do it in Tampa Bay. The result is a listing of 394 companies from around the region representing 34 different countries and 18 distinct industries. This is up from the 2004 study of 113 companies and only 19 countries.

[2009 Tampa Bay Foreign Direct Investment Study](#)

6. Caribbean Trade Mission to Dominican Republic & Jamaica

The Caribbean Trade Mission to the Dominican Republic & Jamaica is a matchmaking trade mission which will include representatives from a variety of U.S. manufacturing companies and service providers. These mission participants will be introduced to international agents, distributors and end-users whose capabilities are targeted to each U.S. participant's needs in that particular market.

This event offers a timely and cost-effective opportunity for U.S. firms to tap into steadily-growing markets in the Caribbean. The region is the third largest market for U.S. exports in Latin America behind only Mexico and Brazil.

Target sectors holding high potential for U.S exporters include building and construction, hotel and restaurant equipment, medical equipment and supplies, automotive parts and accessories, printing and graphic arts equipment, and renewable energy. Other sectors will be considered based on their market potential in both countries.

Expenses for hotel, airfare, gratuity, select meals, taxi, and incidentals will be the responsibility of each mission participant. Final selection of participants will be confirmed after a review to ensure market suitability.

For more information, please contact: Lesa Forbes, lesa.forbes@mail.doc.gov

7. Exim Bank Expands its small Business Multi-Buyer export Insurance Policy

The Export-Import Bank of the United States announced that it has raised the upper limit of its small business multi-buyer export credit insurance policy, a move designed to allow more small businesses to export their goods and services more readily. Specifically, U.S. exporters designated as small businesses under Small Business Administration standards, and with annual export credit sales of \$7.5 million or less, are now eligible for enhanced coverage under Ex-Im Bank's short-term small business multi-buyer insurance policy. Other policy enhancements include no first loss deductibles, discounted insurance premiums and the receipt of cost-free exporter performance risk protection for lenders financing receivables for qualified exporters.

The broadened program eligibility will be effective December 1st for new small business multi-buyer policy applicants. Current Ex-Im Bank multi-buyer policyholders who previously were ineligible for coverage enhancements but are eligible under the new ceiling will be offered conversions to the enhanced policy.

[More information](#)

8. New 2009 Latin American Business Environment Report

The eleventh edition of the *Latin American Business Environment Report* is now available. The 2009 *LABER* is presented in a single document comprising of a straightforward, balanced appraisal of the economic, social, and political events in the past year that have shaped the business and investment climate in Latin America as a region and in its most important economies.

The report analyzes the business-relevance of developments in Latin America over the past year and assesses the outlook for 2010. In addition to a regional overview, it provides systematic comparisons of the 18 largest economies in Latin America. This year's edition gives special attention to the impact of the global financial crisis and economic downturn on the region and prospects for its recovery. The *2009 LABER* includes eight figures and 13 tables with longitudinal data on key economic, social, political, policy and legal indicators.

The *LABER* is a publication of the Latin American Business Environment Program in the Center for Latin American Studies at the University of Florida. It can be accessed online: [2009 LABER](#)

9. Trade Winds Forum- The Americas, Sao Paulo, Brazil

The *Trade Winds Forum* is an ideal event for those looking to start exporting or expand export sales to the Americas. The countries of North America, Central America, and South America bought more than \$525 billion worth of U.S. merchandise in 2008, up 11 percent from 2007. This year's forum will be held in Brazil, a leading U.S. trade partner and the economic engine of South America.

Participation in the forum will feature prearranged consultations with US Commercial Service Senior Commercial Officers and prearranged business to business meetings with Brazilian businesses in one of five select markets in Brazil: São Paulo, Rio de Janeiro, Brasilia, Belo Horizonte and Recife. Upon registration the Commercial Service will conduct a preliminary market assessment to determine market potential for your product/service. The forum will be held April 25-30, 2010

[Information on Program Options and Participation Fees](#) | [Search for Additional Events](#)

10. Complying with U.S. Export Controls Seminar, Orlando, FL

Complying with U.S. Export Controls Seminar will be held in Orlando, FL this December 7-8. This two-day program is led by the Bureau of Industry and Security's professional counseling staff and provides an in-depth examination of the Export Administration Regulations. The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. The seminar will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or re-export without applying for a license; export clearance procedures and record keeping requirements; an overview of the Export Management and Compliance Program (EMCP) concepts; and real life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

[To Learn More About This Seminar](#), or Contact:
Kenneth Mouradian Commercial Service, kenneth.mouradian@mail.doc.gov, or 407-684-6170

11. New Florida Export Directory

The Florida Export Directory is designed to bring buyers together with Florida suppliers of goods and services in a wide variety of industries. As one of the most dynamic export regions in the country, Florida now has a globally accessible online directory that was created to help foreign buyers research and connect with Florida's 40,000 exporters. This is an easy-to-use online tool that will showcase your products and services in the global marketplace. You can register your company on the [Florida Export Directory](#) for free

12. Useful Websites, Leads & Publications

Swiss Telecommunications Company seeking American companies that can 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 would be a revenue-share basis (the Swiss company would represent the American company, and they would share the revenue). For more information please contact: maria.pamich@mail.doc.gov (and copy sandra.campbell@mail.doc.gov).

The Federal Grants and Loans Catalog: To order please call 321-578-7389 (fee-based)

This publication contains more than 5000 financial programs, subsidies, scholarships, grants and loans offered by the US federal government and various foundations and associations across the United States to make more than 2200 pages of information.

Chinese Pharmaceutical Market Outlook 2009-2024: ewa.malkowska@vgpharma.com (fee-based)

In this report you will find sales forecasts of the overall Chinese pharmaceutical market from 2009-2024, as well as sales forecasts for top-selling drug categories in that market, discussions to support the forecasts as well as on market drivers and restraints.

[Southern Unites States Trade Association](#)

SUSTA offers brand promotion programs, market research, promotional trade events, export training, and trade contacts at little to no cost.

[Foreign Agricultural Service](#)

The U.S. Department of Agriculture's Foreign Agricultural Service (FAS) has many resources, products, and services that can help your company explore the potential for international sales.

[Introduction to Commerce Department Export Controls](#)

This guide is designed to give people who are new to exporting, and, in particular, new to export controls, a general understanding of our regulations and how to use them.

[Best Market Report for Medical Equipment for 2009](#)

This report is based largely on country commercial guides and has the best prospects for U.S. exports in medical equipment and supplies.

[Florida Export Directory](#)

This directory allows Florida exporters to gain international market exposure at little or no cost through a Web-based directory

[AARO - Organizations for American Expats](#)

If you are an American expat or you need to contact Americans living overseas, visit the website of the Association of American Resident Overseas. Find out how big the American community is in the country you are focused on and learn about tax issues, voting, social security and much more

[MercaTrade.Com](#)

This online trade portals lets you target 42 countries with selling and buying offers as well as giving you the ability to search for suppliers of products and business services, as well as tradeshows, franchises, tax free zones and more.

[U.S. Commercial Service Trade Leads](#)

Pre-screened, time-sensitive leads and Government Tenders gathered through U.S. Commercial Service offices around the world. Free, but registration to access website required.

[Saudi-U.S. Commercial News](#)

This newsletter will feature news items of interest to all U.S. companies who wish to establish a foothold in Saudi Arabia market, the Middle East's largest and fastest-growing market.

[Enterprise Florida \(EFI\) Trade Leads](#)

EFI identifies and qualifies foreign companies interested in sourcing goods and services from Florida. Free, but restricted to Florida companies only.

[AccessAmerica - Build Your Client Base in China](#)

"AccessAmerica" is a new online Chinese-language directory of U.S. firms that provide customized services to Chinese companies that want to conduct business in the U.S., including finding partners and setting up offices.

[The Aerospace & Defense e-Market Express](#)

The Aerospace & Defense e-Market Express is a monthly bulletin that contains an up-to-date listing of aerospace & defense market research, trade leads and events generated by the world-wide network of the U.S. Commercial Service

13. 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.

14. Upcoming Events

DOMESTIC / ONLINE

November 27- December 2, 2009: Annual greater New York Dental Meeting, New York City

The GNYDM is one of the largest dental congresses in the world. Over 57,000 healthcare professionals were on hand for the 84th meeting which featured over 1,500 technical exhibits demonstrating the newest technology in the dental industry. GNYDM has again planned an

exciting educational program for 2009, featuring some of the most highly regarded educators in the field of dentistry.

[More Information](#)

December 2, 2009: Export Basics Webinar: Protecting Your Intellectual Property Rights

Protecting your ideas, brands, inventions, and business methods in international markets is an important consideration before you make that first sale. This webinar provides the legal and practical framework for insuring your rights

[More Information](#)

December 2, 2009: 2nd Annual Florida-China Business Summit, Doral, FL

This event is intended for the promotion of business, economic, educational, tourism, cultural and broad friendship ties between Florida and China.

[More Information](#)

December 7-8, 2009: Complying with U.S. Export Controls Seminar, Orlando, FL

This two-day program is led by the Bureau of Industry and Security's professional counseling staff and provides an in-depth examination of the Export Administration Regulations. The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. To learn more about this seminar contact:

Kenneth Mouradian Commercial Service, kenneth.mouradian@mail.doc.gov, or 407-684-6170

January 7-10, 2010: 2010 International CES (Consumer Electronics Show), Las Vegas, NV

ES is the world's largest annual trade show for the broad-based consumer electronics (CE) technology market. This event brings together consumer electronics product manufacturers, distributors, researchers, content developers, financial analysts, and the press with the highest concentration of buyers and decision-makers in the retail distribution channel. For more information please contact Vidya Desai, vidya.desai@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.

[More Information](#) or contact Mark.Wells@mail.doc.gov

January 19-22, 2010: The 2010 International Builders' Show, Las Vegas, NV

This tradeshow is the largest in the country with over 175 education sessions taught by industry experts, and daily keynote speakers. View the latest products on the market, and take advantage of the networking opportunities.

[More Information](#)

January 26-27, 2010: Shifting International Trade Routes Conference, Tampa, FL

The American Association of Port Authorities (AAPA), U.S. Maritime Administration and Tampa Port Authority are partnering for the third consecutive year present this conference which will focus on the Panama Canal and the completion of its ship locks in 2014 which will provide many of the world's largest vessels a crucial intercontinental shortcut to lucrative markets.

[More Information](#)

February 1-5, 2010: World of Concrete, Las Vegas, NV

This is the one and only international commercial construction show for the concrete and masonry industries. Over 65,000 professionals and more than 1,500 leading suppliers will showcase the newest technology and products.

[More Information](#)

February 14-17, 2010: American International Toy Fair, New York, New York

American International Toy Fair is the largest international toy trade show in the Western Hemisphere where the newest and hottest products in the children's entertainment marketplace are exhibited. It is the premier meeting place for manufacturers, retailers, importers, licensors and reps from around the world. For more information about the show, please visit the show's [website](#), or email eugene.quinn@mail.doc.gov

INTERNATIONAL

January 28-30, 2010: AeroExpo Marrakesh, Marrakesh, Morocco

The show will attract exhibitors, delegations from around the world, Ministries of defense, civil aviation delegations, advisors, industrialists, representatives of local, regional, national governments who find AeroExpo Marrakesh an ideal opportunity to network and to establish potential trade and future partnerships to pave the way for the development of the new African market.

Ms. Najia Tourougui Commercial Service, najia.tourougui@mail.doc.gov |Tel:+212 522 26 45 50, Ext. 4183

February 1-4, 2010: Aerospace Executive Service Trade Mission, Singapore Air Show

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.

[More Information and to Register](#)

February 3-5, 2010: Aquatech India 2010, Dehli, India

The total Indian water market is estimated to be over \$ 4 billion, and the overall market is growing at 10-12 percent every year. This even features all the market leaders from the water industry with 80% of the exhibitors originating outside of India.

To learn more and register contact Dan Draus ddraus@wqa.org

February 14th-19th, 2010: India Solar Trade Mission II

Building on the success of the first solar energy trade mission, this mission will have stops that include visits to New Delhi, Chennai and Mumbai. As a direct result of the first solar trade mission approximately 60MW of solar contracts were awarded with an estimated project value at completion of \$252 million.

[More Information](#)

February 17-22, 2010: Executive Trade Mission to Algeria and Libya

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. To learn more or register contact: northafricamission@mail.doc.gov

February 23-25, 2010: B3 Forum Broadband for Business 2010, Mexico City

B3 FORUM is Mexico's largest and longest running telecommunications, wireless, networking and Internet technologies exhibition and conference. The combined attendance of all of the B3

FORUM events provide immediate access to the world's leading carrier service providers as well as the corporate world of enterprise network managers and business users.

[More Information and to Register](#)

February 23-26, 2010: Kiev Interiors 2010, Kiev, Ukraine

Sectors covered at Kiev Interiors include paints, flooring, wall decoration, finishing materials, lighting, window decoration, furniture and accessories, decorative textiles, bathroom and ceramics, and more.

For more information on this event, contact Mary Lynn Landgraf at (202) 482-7909 or

Marylynn.Landgraf@mail.doc.gov

March 7-12, 2010: Executive-led Trade Mission to Senegal and South Africa

Senegal and South Africa offer a gateway for U.S. companies to enter the African continent.

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.

[More Information](#)

March 8-13, 2010: US Department of Commerce Medical Trade Mission to India

Healthcare is expected to be one of India's largest industries with present growth rates of around 14% per year. Manufacturers of medical products/equipments, laboratory and diagnostics products and healthcare and related services providers would greatly benefit from this mission.

[More Information](#)

March 8-13, 2010: Dubai International Boat Show, Dubai, U.A.E.

This show is recognized as one of the top five international boat shows worldwide. If you are targeting this lucrative market, this show is not one to be missed. This 18th edition of the event will be a showcase of boats from both local and international builders showcasing the latest innovations in marine equipment, supplies, and services.

[More Information](#)

March 15-19, 2010: Caribbean Trade Mission to Dominican Republic & Jamaica

The matchmaking trade mission will include representatives from a variety of U.S. manufacturing companies and service providers. These mission participants will be introduced to international agents, distributors and end-users whose capabilities are targeted to each U.S. participant's needs in that particular market. For more information, contact

Lesa.Forbes@mail.doc.gov

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.

[More Information](#)

April 25-30, 2010: Trade Winds Forum – The Americas, Sao Paulo, Brazil

One of the most lucrative regions in the world for U.S. companies is the Americas. If you are new to the Americas or are looking to tap new markets, our signature *Trade Winds Forum* is the ideal launching point for expansion throughout the region. This year's forum will be held in Brazil, a leading U.S. trade partner and the economic engine of South America.

[More Information](#) | [Additional events](#)

September 21-24, 2010: ILMAC 2010 – Center Basel, Switzerland

As an exhibition with a user focus, ILMAC is aimed at specialists from the pharmaceutical, chemical, food, drinks, cosmetics and biotechnology industries. The show only takes place every three years, so don't miss this exciting chance to expand your company's export sales by exhibiting in the U.S. pavilion.

[More Information](#)

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