



AZ International Trade News

FEBRUARY 2008 EDITION

SAVE THE DATE: Workshops in Phoenix and Tucson: PROTECTING YOUR COMPANY'S INTELLECTUAL PROPERTY IN THE GLOBAL ECONOMY

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection for America's small and medium sized enterprises. The intangible nature of intellectual property and the worldwide inconsistency of standard practices create challenges for U.S. businesses wishing to protect their inventions, brands, and business methods in foreign markets.

In an ongoing effort to help Arizona companies address complex business development issues, the Arizona U.S. Export Assistance Center, its partners, and some of the leading intellectual property protection attorneys in the region are pleased to bring you a practical workshop that will answer the most pressing intellectual property protection questions. The half-day sessions will be held twice: on April 2nd in Scottsdale; and, a week later, on April 9th in Tucson.

Our legal experts will discuss:

- An Overview of Patents & Trademarks
- Maintaining a Trade Portfolio in the Global Economy
- China IPR Update
- IPR Issues and the Internet
- Effective Protection of your IPR
- Dealing with IPR Infringers

Succeed in the European Union (EU) – Navigating the Maze –

Tuesday, May 6, 2008. 8:30a – 4:30p
Orange Tree Resort
10601 N. 56th Street, Scottsdale, AZ 85254



Join the U.S. Commercial Service for a hands-on workshop on succeeding in the European Union. Update your knowledge on important topics including regulatory requirements, distribution channels, cultural issues, and more.

The U.S. and Europe share more than 40% of the global economy and transact more than US\$1.5 trillion per year in trade and investment. Recent developments in the U.S. Dollar/Euro exchange rates have made US exports even more attractive. However, as much as opportunities abound in the EU, navigating the maze successfully poses a continuing challenge.

Participation will give you access to key U.S. Government officials and private sector insiders who have practical and institutional knowledge of exporting to the EU. Time for networking directly with presenters, key service providers as well as other conference attendees is available during the latter part of the workshop. Afternoon breakout sessions will also be offered where participants will obtain detailed information on key regulatory requirements. Participation fee is **\$175** per person. This includes continental breakfast and lunch.

For more information and to register please visit
http://www.buyusa.gov/arizona/succeed_in_the_european_union.html

www.buyusa.gov/arizona

Growth Through International Sales Yuma, Arizona. March 04, 2008

Do you want to increase sales and find more international customers?

In 2006, international sales accounted for \$18 Billion in revenue for Arizona companies. Arizona exports increased 22% in 2006 over the previous year, and 54% from 2002-2006. This number is increasing annually; however, many small and medium sized companies fail to take advantage of overseas opportunities due to difficulty understanding trade regulations, documentation, or simply how to begin exporting and selling internationally.

If you want to learn how to profitably expand internationally, join us on the Growth Through International Sales course, March 4 in Yuma, Arizona. Experienced Arizona exporters will be there to share their experiences.

For more information about this event please visit
http://www.buyusa.gov/arizona/gtis_yuma.html

Sandra Donzella, Ex-Im Bank Sr. Business Development Officer to visit Metro Area – Feb 20-22

The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets.

Ex-Im Bank enables U.S. companies – large and small – to turn export opportunities into real sales that help maintain and create U.S. jobs and contribute to a stronger national economy.

With more than 70 years of experience, Ex-Im Bank has supported more than \$400 billion of U.S. exports, primarily to developing markets worldwide.

Sandra Donzella is an Ex-Im Bank Sr. Business Development Office. She will be available to visit your manufacturing company in the Phoenix Metro area on Feb 20-22.

For more information and for registration visit <http://www.buyusa.gov/arizona/exim.html>

Business Service Provider Directory

Are you looking for new customers? Then look into the U.S. Commercial Service's [Business Service Provider Directory](#)

If you provide a product or service that is useful to U.S. exporters or an international buyer, use our Business Service Provider (BSP) Directory to promote your company to these prospective customers. For a low annual subscription fee of \$250, your company's profile, including contact information and logo, will be listed in our online BSP Directory where it will be seen by thousands of prospective customers.

For a complete list of available BSP categories, standards, participation guidelines, and to sign up, please visit http://www.buyusa.gov/arizona/bsp_guidelines.html

For more information please contact Ms. Mara Pedraza at 602-277-1245 or e-mail her at Mara.Pedraza@mail.doc.gov

COLOMBIA BUSINESS 2008: Expanding Opportunities for U.S. Companies Thursday, February 21, 2008 – Tucson, Arizona

On February 21st, the Tucson Metropolitan Chamber of Commerce and the U.S. Chamber of Commerce will host a business delegation from Colombia. The delegation will be lead by Mr. Eduardo Muñoz, Colombia's Vice Minister of Foreign Trade. Former Congressman Jim Kolbe (AZ-8) will also participate.

America's two-way trade with Colombia has nearly doubled over the past five years, approaching \$18 billion in 2007.

Colombia is the second most populous Spanish-speaking country in the world, our fourth-largest trading partner in Latin America, and our largest market for agricultural exports in South America.

Colombia's economic growth reached 7% last year, and poverty has been reduced by an impressive 15% since 2000.

Nearly 8,000 U.S. companies are already exporting to Colombia, and more than 80 percent are small and medium-sized firms.

The program will take place at the University Marriott in Tucson, from 8:30 to 1:30 pm. For more information, please contact Mr. John Brown at the Tucson Metropolitan Chamber of Commerce (tel. 520-792-2250 ext. 133)

Phoenix Area's Exports up 29% from 2005 to 2006 From The Arizona Republic - February 5, 2008

Exports from metropolitan Phoenix rose 29 percent in 2006 compared with 2005, according to a U.S. Department of Commerce report released Monday February 4, 2008.

The Valley exported \$10.95 billion worth of goods, while the Tucson area exported \$3.26 billion worth of goods, ranking 18th and 58th, respectively, out of 116 metro areas, according to the report.

The two areas, whose top exports include computers and electronics, transportation equipment and machinery, accounted for about 89 percent of Arizona's total exports in 2006.

Nationally, U.S. exports hit \$1.4 trillion in 2006, and 2007 activity is expected to eclipse that figure, according to the report.

The New York City/Northern New Jersey/Long Island area had the most exports in 2006, valued at \$66.2 billion.

Selling Medical Equipment in Brazil (March 6) and Mexico (April 22) Webinars

This Webinar Series will provide a highly focused, interactive seminar in a "virtual classroom" setting that covers distribution, marketing, and regulatory issues related to selling medical equipment in Mexico and Brazil. Fee **\$85** per webinar. For further information and registration links, please visit

http://www.buyusa.gov/arizona/selling_medical_equipment.html

US – Mexico Border Development Program

Offering participants “hands-on” exposure to the physical transportation and documentation process of cross-border trade, the Border Development Program (BDP), to be held at Tijuana, Baja California, Mexico, enhances participant’s knowledge of the economic and trade dynamics of the region. The BDP will offer insight on how to export into the region’s business market. If you’re seeking to launch or expand your business you’ll not want to miss this event.

With a production of 20 million computer monitors and televisions in 2006, Baja California enjoys an annual growth rate of 4.3 % and a GDP of over USD \$15 million. Tijuana is an industrial region with more than 40 years of experience in international production-sharing activities and with the highest number of maquiladoras in the country.

Cost: USD \$500.00 - you are responsible for transportation to the San Ysidro Port of Entry and to your meetings via taxicab.

PLEASE BRING PROOF OF CITIZENSHIP – PASSPORT REQUIRED. For further information, please contact Kristian Richardson, International Trade Specialist, US Commercial Service, Kristian.Richardson@mail.doc.gov (602) 254-2907

ITB Travel & Tourism Show March 5 – 9, 2008, Berlin, Germany

Increase your exposure at ITB Travel & Tourism Show in Berlin! As the largest global travel and tourism trade event, ITB is an excellent opportunity to showcase your tourism product and/or destination to both trade professionals and consumers. The U.S. Commercial Service recommends participation at the ITB for any American company that has travel or tourism products suitable for the European market.

Our U.S. Commercial Service Travel and Tourism Team is offering a wide range of free and fee-based services to American exhibitors and visitors before, during and after the show. We especially want to draw your attention to our Product Literature Center. This center will receive your company’s brochure and help to sell your services at the show, without YOU having to travel to the trade fair. We will collect all trade leads and also translate a one page write up about your company into German for our Commercial Service Booklet. The cost of the Product Literature Center is \$450.

For details about this event and other services provided by the U.S. Commercial Service, please contact Matt Baker at matt.baker@mail.doc.gov Tel: (520) 670-5809

Global Matchmaking Reception at NAB 2008 April 13, 2008, Las Vegas, Nevada

Now in its 7th year of success, the Global Matchmaking Reception offers your company the opportunity to focus your promotional efforts to the over 30,000 international attendees expected at NAB 2008.

This is your perfect opportunity to develop new international customers. Through exhibiting in the Global Matchmaking Reception, you can achieve multiple objectives, including export sales, marketing, and business development. You'll also meet and prospect new customers, network with foreign buyers and industry professionals, and entertain new contacts/partners/clients in a hospitable and professional venue.

Interested yet? http://www.buyusa.gov/ict/nab_gmr_2008.html

www.buyusa.gov/arizona

BIS Export Management Compliance Program – February 26-27, 2008 in Hawthorne, California

Time: 8:00 am – 5:00 pm **Fee:** \$325

Where: Ayres Hotel 14400 Hindry Ave, Hawthorne, CA 90250

Interested in learning about smart export compliance business strategies and solutions for effective export compliance problems? Need guidance on developing or enhancing your export management and compliance program to minimize an export violation?

Join the Director of the Export Management and Compliance Division, Bureau of Industry and Security, and other government Compliance Specialist in the dynamic two-day seminar. **“Now that you understand *WHAT* your export regulatory requirements are, just *HOW* are you going to operate in order to ensure compliance?”**

Agenda topics include:

Developing or enhancing an effective compliance program
How to avoid a problem and how to cope with existing problems

For more information visit: http://www.buyusa.gov/pacificsouth/bis_emcp.html

Or contact: Delia Valdivia at 310-325-7203 or Julie Anne Hennessy at 310-325-7206

Creating an Export Management Compliance Program – March 13, 2008 in Phoenix, AZ

Thursday, March 13th 8:30am – Noon

LaQuinta Inn Sky Harbor north

4727 E. Thomas Road

Phoenix, AZ 85018

Topics Include:

- What is an Export Management Compliance Program (EMCP) and why should I have one?
- Specific tools to help you with each element of an EMCP
- Identify vulnerabilities in your order processing system
- Specific strategies to use when implementing an EMCP

Anyone involved with exports, sales, customer service, traffic manager or purchasing manager should attend. If you pre-register by March 4th the cost is \$395 per person. Registration after March 4th is \$450. Prices include all reference material, morning pastries and coffee.

Seating is limited, reservations & check required to guarantee seat. Must RSVP via fax 518.732.2241 Attn: Mike Allocca. Checks must be received no later than March 10th.

For more information please visit www.alloccaenterprises.com

Women in Business Trade Mission April 13-18, 2008, United Kingdom and Italy

CS UK and CS Italy, in association with the National Association of Women Business Owners (NAWBO), will be hosting a Trade Mission to London and Milan. For a \$3,500 participation fee, this mission will offer market exposure and business opportunities for women-owned U.S. companies to meet prospective representatives, distributors and partners. Companies from all sectors are encouraged to apply.

For a printable flyer: [download the Trade Mission flyer](#)

For more information on NAWBO: http://www.nawbo.org/content_902.cfm

CeBIT 2008

March 4-9, 2008, Hannover, Germany

CeBIT 2008 is the world's premier trade show for information technology and telecommunications. Held annually, this show is the place to learn about global trends and opportunities in the ICT industry. With over 6,150 exhibitors and 480,000 visitors from 100 countries, CeBIT is the venue for meeting agents, distributors, dealers, retailers, and decision makers who can lead to increased international trade for your company. CeBIT offers ICT suppliers and solution providers the best possible opportunities for expanding their international business. The U.S. Commercial Service offers a range of free services to U.S. exhibitors and to participants in the American Business Center at CeBIT (ABC).

If you are interested in exhibiting at CeBIT 2008 please visit this site for further information on the exhibiting possibilities: <http://www.hfusa.com/cebit>

Complying with U.S. Export Controls –

April 16-17, 2008 in Rosemont, Illinois

This two-day program will be led by professional counseling staff of the U.S. Department of Commerce Bureau of Industry & Security (BIS) and provides in-depth examination of the Export Administration Regulations (EAR). The program will cover the information on how to comply with U.S. export control requirement on commercial goods.

Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. Technical, policy, and enforcement professionals from BIS, as well as specialist from other agencies such as the office of Foreign Assets Control and the Bureau of Census will participate in certain programs.

Cost: **\$365** at Double Tree Hotel in Rosemont, Illinois.

Questions? http://export.gov/eac/show_detail_trade_events.asp?EventID=27453

Or Contact: Jeff Graber at 312-353-7711 or Jeffrey.graber@mail.doc.gov

14th Annual EXPO MANUFACTURA

Monterrey, Nuevo Leon, Mexico - March 6-8, 2008

EXPO MANUFACTURA provides access to Mexico's largest audience of manufacturing buyers. Exhibiting as part of the USA Pavilion at EXPO MANUFACTURA, you can take advantage of our Gold Key Partner Search Service. Several past Pavilion exhibitors who used the Gold Key Service completed sales and agreements with Mexican contacts made at the show. Indeed, some of them reported sales written right in the USA Pavilion. Booth discount for 1st time exhibitors is available.

For more information visit <http://www.buyusa.gov/midwest/201.html>

or contact ernesto.dekeratry@mail.doc.gov, tel. 011-52-81-8345-2120, ext.496

or artina.davis@mail.doc.gov, tel. 312/353-4453.

Business Trade Mission to Morocco March 4-7, 2008 – Casablanca, Rabat, Tangier

Are you interested in exporting to Morocco and benefiting from the US- Morocco Free Trade Agreement? This Certified Trade Mission will give US companies insight about export opportunities available in Morocco and will also help them access a regional platform for trade.

US companies involved in, but not limited to the following sectors, are encouraged to apply:

- Tourism Support Services
- Agricultural Products
- Airport Ground Support and Security Equipment
- Medical Equipment
- Power Generation Systems
- Safety and Security Equipment
- Solid Waste Management
- Telecommunications Equipment and Services
- Wastewater Treatment

For more information please contact Mrs. Fatiha Coulombe at (706) 882-0288, or e-mail fcoulombe@bellsouth.net Or visit <http://www.phareassociates.com/html/TradeEvents.html>

Andina Link, Trade Event in Cartagena, Colombia February 26-28

Andina Link is an important trade event co-sponsored by the Commercial Service. This event will take place on February 26-28 in Cartagena, Colombia focusing on the television industry: broadcasters, programmers, cable operators, etc, attracting a diverse range of guests and visitors from the industry to Columbia.

The Commercial Service will have a booth where we will hold a catalog show in which American companies not physically represented will have the opportunity to showcase and promote their products.

If you are interested in this great opportunity please contact Gabriel Ramjas at Gabriel.Ramjas@mail.doc.gov for more information or for the necessary registration forms for the event.

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U.S. & Foreign Commercial Service Director General to lead Mission to Sub-Saharan Africa!

Israel Hernandez will lead a Commercial Service Trade Mission to Accra, Ghana; Lagos, Nigeria; and Johannesburg, South Africa, March 3-11, 2008.

Who should go? U.S. companies with proven export experience or very strong sales potential in the target markets -- especially firms offering products and services in these sectors: Energy, Health Care, Information Technology, Safety & Security, Telecom

Ghana, Nigeria, and S. Africa offer strategic platforms for leveraging business in the burgeoning Sub-Saharan regional market, encompassing 650 million consumers.

Our total trade with Sub-Saharan Africa increased 10 percent in the first half of 2007 from the same period in 2006, with U.S. exports increasing by 30 percent -- to \$6.7 billion.

Business-to-business matchmaking, market briefings, and VIP networking events are special benefits awaiting delegation members.

Arizona Dept. of Commerce Offers Comprehensive Display Packages at the Farnborough Air Show

The State of Arizona through the Department of Commerce (ADOC) would like to invite you to participate in showcasing Arizona's aerospace industry and supply chain at the Farnborough International Air Show in the U.K. on July 14-20, 2008. If you are interested, or would like additional information, please contact Karla Teixeira at 602-771-1156 or email karlat@azcommerce.com. A 3D rendering of the planned Arizona exhibit design can be found on our website www.azcommerce.com

Asia/Pacific Business Outlook (APBO) Conference Los Angeles, April 7-8, 2008

Early Registration: \$775 (Until March 10)
Regular Registration: \$925 (after March 10)
USDOC Registration Code: DOC2008

The Asia/Pacific Business Outlook, hosted by the University of Southern California in Los Angeles, with the full support of the U.S. Commercial Service, is the longest running, most successful regional conference of its kind focusing specially on Asian markets.

With 14 Senior Commercial Officers from American embassies, consulates and institutes in the economies of Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, Philippines, Singapore, Taiwan, Thailand, and Vietnam, APBO assures you expert advice.

For information about the event visit <http://www.buyusa.gov/asianow/apbo2008.html>

For more information or to register to attend <http://www.apbo2008.com>

U.S. & Mexico: Building Partnerships in Infrastructure – February 26-28, 2008, Mexico City

A constraint on Mexico's economic development has been infrastructure. However, Mexico's President, Felipe Calderón, recognized the importance of infrastructure development to Mexico's economic development and competitiveness and has launched an aggressive plan to increase infrastructure investment utilizing public-private partnership models to improve the delivery of energy, transportation networks, and environmental services.

Over \$20 billion in new opportunities for U.S. firms. This event will present details on more than 30 energy, transportation, and environmental projects that offer the best opportunities for U.S. firms providing financing, services, and equipment to these sectors. The event will take place at Marquis Reforma Hotel, Mexico City, Mexico.

For more information contact: +1.305.667.4705 or +1.866.636.4729
E-mail: ustda@trademeetings.com

Your Arizona US Export Assistance Center Staff:

Mr. Eric Nielsen, Director, Arizona USEAC - 520.670.5540 - enielsen@mail.doc.gov

Mr. Matt Baker, International Trade Specialist, Tucson –520.670.5540 -
mbaker@mail.doc.gov

Ms. Pompeya Lambrecht, International Trade Specialist, Phoenix – 602.277.5223-
plambrecht@mail.doc.gov

Ms. Mara Pedraza, International Trade Specialist Intern, Phoenix – 602.277.1245-
mpedraza@mail.doc.gov

Mr. Kristian Richardson, International Trade Specialist, Phoenix – 602.254.2907 -
krichardson@mail.doc.gov

Ms. Sally Spray, International Trade Specialist, Phoenix – 602.277-4063 –
sspray@mail.doc.gov

*To watch a video about how we can help your company profit through international sales, visit: <http://www.imagespark.com/azexport>