

Export News

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



August 2009 Edition

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1. Market of the Month – Peru

Market Overview

The Peruvian economy continues to outperform its regional neighbors and most other global economies. In addition to a robust macro-economic environment, sales of U.S. products in Peru are also being aided by improve market access condition. On February 1, 2009, the U.S. Peru Trade Promotion Agreement (commonly referred to as the U.S.-Peru Free Trade Agreement, or FTA) entered into force. The agreement enhances the overall commercial and investment climate by eliminating tariffs on many goods, accelerating the customs clearance process for U.S. imports, and strengthening the protection on intellectual property rights.

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

Mining Industry Equipment, Plastic Materials and Resins, Construction Equipment, Industrial Chemicals, Oil and Gas Field Machinery, Pumps, Valves & Compressors, Pollution Control Equipment, Air Conditioning and Refrigeration Equipment, Computers and Peripherals, and Security and Safety Equipment. To find agents, distributors, joint-venture partners or end-users in these or other industry sectors, contact George Martinez or Sandra Campbell.

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





Sources of information:

Florida Resources:

Consulate of Peru in Miami, (305) 374-1305, informacion@consulado-peru.com
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 Peru:

U.S. Commercial Service Lima: http://www.buyusa.gov/peru/en/contact_us.html

Shipping to Peru:

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 Peru:

BB&T Bank, contact Joe Davila, joe.davila@BBandt.com
Fifth Third Bank, contact Ken Nadler, ken.nadler@53.com
Mercantile Bank, contact David Matos, david.matos@bankmercantile.com
Regions Bank, contact Graham Martin, graham.martin@regions.com
Suntrust Bank, contact Charlotte Starfire, charlotte.starfire@suntrust.com

2. U.S. Secretary of Commerce Gary Locke Visits Tampa

Secretary of Commerce Gary Locke held a town hall meeting in Tampa, FL on Friday, August 7, 2009. The event "Trade: Leading the Way to Economic Growth and Recovery" was an outstanding success.

Hosted by the Tampa Port Authority and organized by Sandra Campbell and George Martinez, Director of the Tampa Bay U.S. Export Assistance Center, the event was attended by more than 75 business executives and government leaders of the Tampa Bay region, including U.S. House Representative Kathy Castor.

At the event, Secretary Locke outlined five priorities targeted to improve trade fundamentals: These are:

1. Enhancing trade promotion and support for U.S. exporters.
2. Pursuing visa reform.
3. Reviewing U.S. export controls.
4. Strengthening international property protections.
5. Promoting better inter-governmental cooperation.

He also described how the economic recovery efforts of the Obama Administration has stabilized the economic crisis.

During the event, the Secretary presented an export achievement certificate to Amalie Oil Company. Amalie Oil is a very successful exporting company who exports to over 70 countries

and whose export sales is 40% percent of their total sales. The Secretary also presented a Certificate of Appreciation to Richard Wainio, Director and CEO of the Tampa Port Authority, for the port's steady and significant contribution to trade, economic development and the creation of thousands of jobs.

Following the awards presentation, the secretary took a wide range of questions, from trade with Cuba to intellectual property rights issues with China and changing visa rules to make it easier for foreign buyers and foreign students to obtain visas.

3. Amalie Oil Company Receives Export Achievement Certificate

During the town hall meeting at the Tampa Port Authority on August 7, 2009, U.S. Secretary of Commerce Gary Locke presented the Amalie Oil Company with the U.S. Department of Commerce's Export Achievement Certificate for their outstanding success in opening new overseas markets. Based in Tampa, Amalie Oil Company is a manufacturer of lubricating gear oils, engine treatment oils, gas and diesel lubricants and synthetic oils.

Using their extensive expertise and perseverance, Dennis Madden, Sr. Vice President of Sales and Marketing, and Manuel Bonet, Director of International Sales, of Amalie Oil Company aggressively pursued challenging markets in the Middle East, Latin America, Asia, Central and Eastern Europe and in Eurasia. With the help of George Martinez, Director of the Tampa Bay U.S. Export Assistance Center (USEAC) of the U.S. Dept. of Commerce, and most of all, 100% commitment to achieving success, the firm has opened new markets in 70 countries and recently was successful in opening the Ecuadorian market with the assistance of the Tampa Bay U.S. Export Assistance Center and the Commercial Service at the U.S. Embassy in Quito. Amalie Oil is truly an international-minded company whose export sales are an astonishing 40% of their total sales.

The Export Achievement Certificate (EAC) was created in 2001 to recognize small and medium-sized enterprises that have successfully entered the international marketplace for the first time or that have successfully entered a new market. The award program is designed to showcase the important role that exporting plays in our national economy, and to highlight the contributions made by exporters to their local communities.

4. Certificate of Appreciation for Achievement in Trade to Tampa Port Authority

U.S. Secretary of Commerce Gary Locke presented Richard Wainio, Director and Chief Executive Officer of the Tampa Port Authority, the U.S. Department of Commerce's Certificate of Appreciation at the Town Hall Meeting on Trade on August 7, 2009, for the Port's steady and significant contributions to trade, economic development and the creation of thousands of jobs.

The Port of Tampa contributes nearly \$8 billion to Tampa Bay's economy and is responsible for over 96,000 direct and indirect jobs. Port-related income and consumption exceeds \$6 billion, and impact area businesses and workers who pay more than \$571 million in state and local taxes. Mr. Wainio and his team at the Tampa Port authority have worked tirelessly to expand the capacity of the Port as well as to keep and grow jobs in the Tampa Bay Area.

Secretary Locke thanked the management and staff of the Tampa Port Authority for their impressive accomplishments.

The Certificate of Appreciation for Achievement in Trade (COA) was created in 2002 to recognize foreign business partners, trade associations, U.S. government agencies and other qualified recipients for supporting U.S. export development and for creating opportunities for U.S businesses through trade.

5. National District Export Council Conference

The National District Export Council (DEC) an organization of business executives appointed by the Secretary of Commerce will be sponsoring the annual DEC conference from November 3-5, 2009. This premier international trade and export promotion event will be held in Washington, D.C. This year, the conference will feature “Global Competitiveness and the Impact on U.S. Exports”. Some highlights include keynotes by U.S. Department of Commerce Secretary Gary Locke, plenary sessions by Industry and Federal trade experts, as well as one-on-one meetings with Foreign Service Officers. Congressional representatives will also be on hand. For more information on this event, please visit <http://www.deconference.com/>

6. Singapore: Warning for Exporters

If you receive a credit card order from Singapore, check its legitimacy before you ship. The U.S. Commercial Service at the American Embassy in Singapore has received multiple complaints from U.S. merchants reporting fraudulent credit card transactions committed by companies or individuals purporting to be in Singapore. The initial investigation of the fraudulent transactions has revealed that the shipments are actually being sent to freight forwarders in Singapore and diverted to unknown consignees in neighboring countries.

For more information on the warning signs and how to protect your company, please visit: http://www.buyusa.gov/singapore/en/warning_credit_card_fraud.html

7. Newly-Revised EU Eco-Label

The EU Eco-label is a voluntary label which is awarded to the most environmentally friendly products on the EU market. The aim is to encourage manufacturers to design products that have a reduced environmental impact throughout their life cycle, from manufacturing to disposal. US companies with eco-friendly products should be aware that the eco-label is just one of the European Sustainable Consumption & Production Policies, which aim at reducing the negative impact of consumption and production on the environment, health, climate and natural resources. For details see: http://buyusainfo.net/docs/x_3451711.pdf

8. Useful Websites & Leads

Caribbean Bulletin Opportunities Newsletter:

<http://www.buyusa.gov/caribbean/en/caribbeanbusinessopportbulletin.html>

The Caribbean Business Opportunities Bulletin has information about a number of upcoming events and programs to facilitate business development between the Caribbean region and the United States

U.S. State Department Travel Warnings: <http://www.state.gov/travel/>

Sign up for email travel warnings, read current travel warnings, and register your overseas trip.

Riley Guide: <http://www.rileyguide.com/internat.html>

The Riley Guide lists all websites offering job search engines online.

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

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.

Enterprise Florida (EFI) Trade Leads: <http://myeflorida.com/mk/get/exportleads>

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

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

Comprehensive embassy and consulate resource.

A Layman's Guide to the Foreign Corrupt Practices Act:

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

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

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

2008 Latin American Business Environment Report:

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

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

9. Tampa Bay Calendar of Events

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

10. Upcoming Events

DOMESTIC / ONLINE

September 1, 2009: Webinar on Opportunities in Energy Efficiency in India

Learn more about India's booming opportunities in the energy efficiency sector, worth approximately \$30 billion, from leading energy exports in India. The Government of India has ambitious plans to save energy, 10,000 MW by 2012. For more information, visit <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9QA8>

September 9-10, 2009: Trade North America Conference, Detroit, MI

Trade North America Conference is designed to provide new and experienced exporters with

knowledge and contacts for success in Canada and Mexico. For more information, visit <http://www.TradeNorthAmerica.com>

September 14-19, 2009: Mexico Reverse Trade Mission, Atlanta, GA & Oklahoma City, OK
SUSTA will bring a delegation of Mexican buyers to Atlanta, GA and Oklahoma City, OK to meet with southern U.S. suppliers of food and beverages (with a focus on high value processed foods, as well as meat) in pre-arranged, one-on-one business meetings. To help companies learn more about doing business in Mexico, SUSTA representatives will provide information on trade regulations and strategies for entering the Mexican market. Interpreter services are available upon request. Register by September 2, 2009 at <http://www.susta.org>

September 18, 2009: World Trade Center Tampa Bay Annual Dinner, Tampa, FL
The World Trade Center Tampa Bay (WTC-TB) is proud to announce its third World Trade Center Annual Dinner and presentation of the International Commerce Award. This event recognizes pioneers and leaders in the international sector, and this year's prestigious Award recipient, Governor Bob Martinez, will be honored at a reception and dinner program. Please feel free to contact 813-864-4500 with any questions and/or to confirm your attendance.

September 24, 2009: Global Economic Forecast & Trade Resources Expo, Tampa, FL
Speakers at this event will discuss the current economic situation and what opportunities exist for Florida companies. For more information, call Rebecca Torres of Enterprise Florida at 813-276-9430 or visit: http://events.tampachamber.com/default.asp?cale_id=1589&details=true

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

October 15, 2009: Dueling Tigers: Mega Markets of China and India, Miami, FL
This seminar features the world's fastest growing economies and the opportunities that exist for U.S. businesses. Over the past decade, China and India have experienced a 20% uptick in importation of U.S. products and services. Learn which market is best suited to your company, as well as strategic planning. For more information, visit: http://www.buyusa.gov/asianow/duelingtigers_florida.html

November 3-5, 2009: National District Export Council Conference, Washington, DC
This conference will feature "Global Competitiveness and the Impact on U.S. Exports". Some highlights include keynotes by U.S. Department of Commerce Secretary Gary Locke, plenary sessions by Industry and Federal trade experts, as well as one-on-one meetings with Foreign Service Officers. For more information, visit www.deconference.com

November 3-5, 2009: 2009 Automotive Aftermarket Industry Week, Las Vegas, NV
This event is composed of the Specialty Equipment Manufacturing Association (SEMA) Show and the Automotive Aftermarket Products Expo (AAPEX). For more info, visit <http://www.semashow.com/> and <http://www.aapexshow.com/> or contact Shelby Peterson at Shelby.Peterson@mail.doc.gov

November 11-13, 2009: Greenbuild Showtime 2009, Phoenix, AZ
This event is one of the world's largest expo hall devoted to green building. For more information, visit <http://www.greenbuildexpo.org/>

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

AG CONNECT Expo provides a world-class collaborative event that connects all sectors of the agriculture industry through exhibits, education and networking with a global perspective. For more information about the event, please contact Mark.Wells@mail.doc.gov or visit <http://www.agconnect.com>

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

For more information about the show, please visit the show's website: www.toyfairny.com or email eugene.quinn@mail.doc.gov

INTERNATIONAL

September 7-10, 2009: Asian Aerospace, Hong Kong

This event is for those who are keen to develop commercial aviation interests in Asia. For more info, visit <http://www.buyusa.gov/hongkong/en/asianaerospace2009.html>

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

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

September 30 – October 2, 2009: Safety and Security Asia 2009, Singapore

This exhibition has been Trade Fair Certified by the U.S. Department of Commerce. For more info, visit <http://www.safetysecurityasia.com.sg/> or contact Stephanie Selesnick at 818-591-2255 or Stephanie@intltradeinfo.com

October 12-15, 2009: Electronics & Components Global Sources Expo, Hong Kong

For this catalogue expo you must apply by August 31. For more information and to see the event flyer, click [here](#).

October 13-16, 2009: Public Health & Ukrainian International Dental Show, Kiev, Ukraine

This event will feature a wide range of medical equipment (including dental, clinical laboratory and optical) and pharmaceuticals. For more information, contact: Olena.Stephanska@mail.doc.gov

October 18-21, 2009: Panama Trade Delegation

For more information, visit <http://www.buyusa.gov/stlouis/panamatradedelegation.html>

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

This program is designed to promote the exporting of aviation/airport related North American products and services by providing direct contacts and meaningful dialogue between aviation-related companies and key airport/aviation officials in the region. For more information, contact Spencer Dickerson of AAEE at Spencer.Dickerson@aaee.org or 703-824-0500 x130, or visit: http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29459

October 28-31, 2009: Trade Mission to the Canary Islands, Spain

The Canary Islands have a strategic positioning offering access to the northern African, European and Spanish markets. Industries with potential include Renewable energy, Thermo electric and solar technologies, Environmental, Information and Communication Technologies,

Aerospace, Biotech, Pharma and Life Science. Email carmen.adrada@mail.doc.gov or visit: <http://www.buyusa.gov/spain/en/gatewaytrademission.html>

November 14-17, 2009: Index 2009, Dubai, United Arab Emirates

Index is the largest market-leading exhibition in the Middle East's interior decorating industry. For more information on this event, contact Mary Lynn Landgraf at (202) 482-7909 or Mary-Lynn_Landgraf@ita.doc.gov

November 16-20, 2009: Energy Efficiency Trade Mission to India, New Delhi, Chennai and Mumbai, India

This first-ever mission offers U.S. companies in this sector a cost effective way to meet with potential business partners and government decision makers who are on the front edge of shaping India's energy efficiency sector. For more information, visit: <http://www.buyusa.gov/india/en/eetm.pdf>

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

MEDICA is the center of attraction for all those involved in the health care industry. More than 135,000 visitors from well over 100 countries are expected to attend. For more information, contact Michael Schiffhauer at mschiffhauer@eflorida.com or at 407-956-5634 or visit http://www.eflorida.com/newsletter/medica_09.pdf

December 6-11, 2009: Enterprise Florida Trade Mission to Costa Rica & Panama

This trade mission will include representatives from a variety of Florida companies. These mission participants will be introduced to international agents, distributors and end-users whose capabilities are targeted to each Florida's participant's needs in that particular market. For more information, call Julie Balzano at 305-808-3660 or visit: <http://io1.internetoffice.biz/IOFiles/8/Campaign/{3671E5F2-CEB3-4E43-B773-A84756429FC3}.pdf>

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 much more. For more information on this event, contact Mary Lynn Landgraf at (202) 482-7909 or Mary-Lynn_Landgraf@ita.doc.gov

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

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

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