

Export News

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



January 2008 Edition

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Market of the Month: South Korea



Why South Korea?

With a population of just over 48 million people, U.S. companies will find excellent niche markets for their goods and services across virtually every sector in South Korea. Currently Congress is considering the U.S.-Korea Free Trade Agreement (KORUS-FTA), aiming to remove trade and investment barriers, thereby easing American business access to the South Korean market. South Korea is a “Hot” market. Its economy is growing at a high rate of 5% per year. This is primarily due to its powerful manufacturing sector. The following are the best prospects for U.S. exports to South Korea:

- Automotive Parts and Accessories
- Broadcasting Services and Equipment
- CNC Machine Tools
- Computer Software
- Cosmetics
- Defense Industry Equipment
- Drugs and Pharmaceuticals
- Education and Training Services
- Electrical Power Systems
- Engineering Services
- Medical Equipment and Devices
- Pollution Control Equipment
- Radio Frequency Identification Technology
- Security Services and Products
- Specialty Chemicals
- Travel & Tourism
- Wireless Broadband Equipment and Services.

For more information on South Korea please visit our website at <http://www.buyusa.gov/korea/en/>

Key Contacts for Trade with South Korea:

John Fogarasi, Minister Counselor
Email: John.Fogarasi@mail.doc.gov

George Martinez, Director
Email: george.martinez@mail.doc.gov

Sandra Campbell, International Trade Specialist
Email: sandra.campbell@mail.doc.gov

Dave Woodward, FLORKOR Executive Director email info@florkor.org, or visit: www.florkor.org

To Ship to South Korea Contact:

There is regular shipping service to South Korea via ZIM lines. For details contact Jim Pyburn, Director of Trade Development for the Tampa Port Authority, 813-905-5122 or jpyburn@tampaport.com

To locate South Korean Business Services providers to U.S. Exporters visit <http://www.buyusa.gov/korea/en/>

To protect your Patents, Trademarks and Copyrights in South Korea look at our IPR Toolkit at <http://www.buyusa.gov/korea/en/>

2. Business & Commerce Conference with South Korea set for April 2008

The Florida-Korea Economic Cooperation Committee (FLORKOR) recently announced the next Korea joint conference will be held in Tampa, Florida from April 12-14, 2008. Florida companies will have the opportunity to develop business relations with leading Korean firms at the event, including members of the Korea International Trade Association (KITA) and the Korea-U.S. Economic Council (KUSEC).

The joint conference provides a great opportunity to showcase the entire State of Florida by connecting business, government, economic development, and tourism and education leaders with the top officials of Korea government and companies interested in expanding ties with the state and the host city of Tampa. A high-level Korean delegation of some 50 top executives, economic development, government, education and tourism leaders will participate and be led by the chairman of KITA and KUSEC. This two-day important event provides a unique opportunity for businesses to network with leading Korean companies. Businesses interested in participating in the conference should contact FLORKOR's Executive Director, Dave Woodward, by phone 786-235-8289, email info@florkor.org, or visit: www.florkor.org

3. The Farnborough International Air Show 2008

U.S. aerospace companies have a great opportunity to generate new business by participating in the prestigious Farnborough International Air Show 2008 from July 14-20, 2008 in Farnborough, Hampshire, United Kingdom. At the 2006 Farnborough show, there were 270,000 visitors and 1,480 exhibitors from 35 countries, an increase from 1,300 exhibiting companies in 2004. High-level defense delegations from 43 countries; and civilian delegations from 15 countries also attended.

The Farnborough International Air Show 2008 has been certified under the U.S. Department of Commerce's Trade Fair Certification Program and has the support of the Department's staff in both the United States and the United Kingdom. Companies exhibiting in the U.S. Pavilion will have an excellent venue to establish or expand overseas distribution, generate sales leads, meet with existing clients, and work with Department of Commerce trade experts to find the right buyers and partners. For information on participating in the Farnborough International Air show 2008, contact Gerri Cozic at Kallman Worldwide, Inc. by e-mail <gerric@kallman.com> or by phone: 201-251-2600.

4. Free Webinar on China IPR issues

Trademark Squatting in China: Someone registered my trademark in China! What can I do? Please join us on Thursday, February 21, 2008 from 11:00am-12:30pm (EDT) for a discussion with Joseph Simone, lawyer at firm of Baker & McKenzie, a leading expert on Trademark Squatting cases in China. He will explain a typical case, what remedies are available and suggest preventative strategies. This program will also include an introduction by our co-host Cynthia Henderson, Attorney Advisor at the U.S. Patent and Trademark Office.

The program is free. No special software or computer configuration is needed to participate; only a phone line and a computer with an Internet connection are necessary. To register for the February program, please send your contact information to <ChinaIPR@mail.doc.gov>. A registration confirmation, and dial-in/log-in instructions will be sent to you a week before the program. To learn more about the webinar series, please go to http://www.stopfakes.gov/events/china_webinar_series.asp

5. Advertise your products in U.S. Commercial Service websites thru FUSE

FUSE stands for Featured U.S. Exporters, a global series of directories featuring U.S. export products and services on U.S. Commercial Services websites around the world. It provides companies an opportunity to target specific markets in the local language of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The nominal participation fee is US\$25. and is based on the number of markets selected and translation requirements. For further information, please visit: <http://www.buyusa.gov/home/fuse.html>

6. Expand Business with Latin American Buyers

U.S. exporters frequently demand Confirmed Letter of Credit or Cash in Advance. As a result, they often lose sales to Latin American buyers. While it is prudent for U.S. exporters to insist on secure payment terms, a variety of payment options should be considered to be competitive. A new guide providing tips is available in English, Spanish and Portuguese. For a free download, click here: http://www.buyusa.gov/tradeamericas/getting_paid.html

7. Pinellas County Economic Development (PCED) and Enterprise Florida offer financial assistance to Tampa Bay Exporters

Through a grant from Enterprise Florida, funds are available to Tampa Bay companies in Pinellas, Hillsborough, Polk, Pasco, Hernando, Manatee and Sarasota counties interested in locating foreign customers. Up to twenty eligible companies will receive at

least \$500 towards U.S. Commercial Service programs located at US Embassies/Consulates throughout the world.

Such programs include: assistance finding overseas representatives, distributors, licensees, franchises or joint venture partners. Specifically, the funds can be used to access U.S. Commercial Service programs such as the Gold Key Program (GKS) or the International Partner Search (IPS). For more details on how you can qualify for the funds, please contact Kathleen Good with Pinellas County Economic Development at 727-464-7423 or kgood@pinellascounty.org. For more details about the GKS or IPS, please contact George Martinez or Sandra Campbell at 727-893-3738 or George.Martinez@mail.doc.gov or Sandra.Campbell@mail.doc.gov.

8. Tampa Bay Calendar of Events

We recently added 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 and our Florida partners (open to all Florida companies).

Visit <http://www.buyusa.gov/florida/tampabaycalendar.html> and contact Sandra Campbell at (727) 893-3738 for additional information.

9. Upcoming Events

DOMESTIC

February 12-13, 2008: AES PcLink Certification Workshops, Miami, FL
"Spring 2008 Nationwide AES PcLink Certification Workshops" on Electronic Export Information (EEI). To register or obtain further details, contact Kathryn Toomey at 321-733-6550.

February 14, 2008: The British-American Business Council Tampa Bay Monthly Business Luncheon, Tampa, FL. Speaker Randy Sidlosca, Esq., with Ogletree Deakins will discuss the latest developments regarding business immigration issues. Contact Grant Petersen at 813-289-1247.

April 12-14, 2008: KOREA Joint Conference, Tampa, FL
Contact Dave Woodward at 786-235-8289 or visit: www.florkor.org

April 29-June 3, 2008: The Small Business Development Center at USF, Tampa, FL. A six-part international trade series (Export fundamentals, Market partner selection, financing, etc.) will begin on April 29 and run for 6 consecutive weeks on Tuesday's

from 4:30 to 8:30 p.m., ending on June 3. The venue will be the Tampa Port Authority Building, Room 111. For more information on this event please contact: Eileen Rodriguez at tel: 813.905.5800 or email: erodrigu@coba.usf.edu

May 1, 2008: International Business Summit 2008, Tampa FL

This Summit is to educate and create a community of cultural awareness, and to recognize leaders and organizations of Tampa Bay. Please visit www.ibsummit.org for more information.

May 11-16, 2008: Export Sales Mission to Monterrey and Veracruz, Mexico

Since business in Mexico is done on the basis of relationships, U.S. exporters will need to travel to Mexico frequently to develop and strengthen relationships in order to do business successfully. This mission is designed to help you to identify and establish business relationships with buyers in these two markets. For more Information please contact Rebecca Torres at (813)-276-9430 or email: rtorres@eflorida.com, or Julie Balzano at (305)-808-3660 or email: jbazano@eflorida.com

INTERNATIONAL

March 6-8: EXPO MANUFACTURA, March 6-8, 2008, Monterrey, Mexico

Exhibitors in the USA Pavilion, including firms seeking pre-arranged Gold Key service appointments with qualified Mexican distributors, will benefit from the support of the U.S. Dept of Commerce office in Monterrey, and the Department's Manufacturing Team. Booth discounts for 1st time exhibitors are available. More USA Pavilion and Partner Search Service information is available at <http://www.buyusa.gov/midwest/201.html>. Questions on EXPO MANUFACTURA or the Gold Key Service? Please contact: ernesto.dekeratry@mail.doc.gov or phone 011-52-81-8345-2120 x496.

April 2008: Trade Mission to London and Scotland

Please contact Kathleen Good at kgood@pinellascounty.org or (727) 464-7423 for more information.

April 14-16, 2008: Trade Winds Europe Conference, Istanbul, Turkey

Does your company have a Pan European Business Strategy? U.S. exports are growing four times faster than the economy as a whole. Europe presents a market filled with opportunities for U.S. businesses. If you're already doing business in one, two or several European countries, expansion throughout the continent is the next logical step and Turkey is strategically positioned at the crossroads of Europe, Asia and the Middle East. For additional information and to register your interest, please visit our website at: <http://www.buyusa.gov/northcarolina/tradewindseurope.html>

May 26-28, 2008: Middle East Communications 2008 (MECOM) United Arab Emirates.

MECOM is the regions premier dedicated exhibition for the telecommunications industry. Now in its second year, MECOM will showcase the very best in hardware, software and services related to this dynamic industry sector. For more information, please visit <www.mecomexpo.com> or contact Sandra Campbell

at (727)-893-3738 or Anne de Souza of U.S. Consulate/Commercial Section in Dubai at email: anne.desouza@mail.doc.gov

May 26-29, 2008: Renewable Energy Trade Mission in Denmark and Sweden

The U.S. Commercial Service is organizing a Renewable Energy Trade Mission for 15-20 companies to join the mission. For only \$1,200 (excluding travel and lodging), mission members will participate in Matchmaking meetings in both countries, Interface and panel discussions with government and industry in both countries, Networking receptions hosted by the U.S. Ambassadors to both countries, Admission to, and CS assistance at, the World Bio-energy Conference, and field excursions to sites using advanced renewable energy technologies. For more information on this event, please visit: www.buyusa.gov/sweden/en/renewableenergymission.html

July 14-18, 2008: the Farnborough International Air Show 2008, Farnborough, Hampshire, United Kingdom

For information, contact Gerri Cozic at Kallman Worldwide, Inc. by email <gerric@kallman.com> or phone: 201-251-2600.

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

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