

Export News

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



October 2008 Edition

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1.



Market of the Month: Sweden



Why Sweden?

Sweden is one of the world's leading free-trading nations, with more than half the economy dependent on trade and business operating largely free of political influences. Sweden has high environmental standards, high renewable energy utilization, and a preference for "clean" solutions, which fit well with U.S. capabilities. With a strong GDP growth rate of 2.7% for 2007, a high per capita income, and the combined Nordic market of 24 million, Sweden is the 8th largest



economy in the world. U.S. exports to Sweden are flourishing; reaching \$4.49 billion in 2007, an increase of 8.9% from 2006.

Best Prospects for U.S. Exporters:

The following sectors have been identified as Sweden's best prospects for U.S. exporters*: To find reliable business partners in Sweden Contact: George.martinez@mail.doc.gov

Commercial Sectors:

1. Power Generation Systems including Renewable Energy
2. Travel & Tourism
3. Computer Software
4. Medical Equipment
5. Drugs & Pharmaceutical
6. Automotive Parts & Accessories
7. Environmental Technologies
8. Safety & Security
9. Telecommunications Equipment & Services

*Source: 2008 Country Commercial Guide: an excellent U.S. Dept. of Commerce guide to doing business in Sweden. http://www.buyusainfo.net/docs/x_9711018.pdf

Resources for Sweden:

Sweden:

Mr. Frank Carrico, Senior Commercial Officer American Embassy, U.S. Commercial Service, Stockholm, Sweden
Frank.Carrico@mail.doc.gov

Florida:

George Martinez or Sandra Campbell, Trade Specialists, U.S. Commercial Service, Clearwater, FL george.martinez@mail.doc.gov or sandra.campbell@mail.doc.gov

Swedish-American Chamber of Commerce Greater Tampa-Orlando Chapter:

Lill Hanson, LillHanson@aol.com

Swedish Consulate in Tampa:

B-G Holmberg, Honorary Consul, Consulate of Sweden: tampa@Consulateofsweden.org Ph.: 813-839-3800

Shipping to Sweden:

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

Financing Trade with Sweden: Florida banks doing business in Tampa Bay

BB&T Bank, contact Joe Davila, joe.davila@BBandT.com

Fifth Third Bank, contact ken Nadler, ken.nadler@53.com

Regions Bank, contact Graham Martin, Graham.Martin@regions.com

Suntrust Bank, contact Charlotte Starfire, charlotte.starfire@suntrust.com

2. New Swedish American Chamber of Commerce Based in Tampa Bay

The Swedish American Greater Tampa-Orlando Chapter was recently created as a regional chapter of the Swedish American Chamber of Commerce of the United States (SACC-USA). SACC-USA is the umbrella organization for 19 regional Swedish-American Chambers of Commerce across the United States. They serve more than 2,300 members in Sweden and the U.S., which makes them the second largest European Chamber of Commerce in the United States. SACC - USA's mission is to promote trade and commerce between the United States and Sweden by providing leadership and guidance to the Regional Chamber network and to Swedish and American companies.

If you are not doing business with Sweden a good place to start is by becoming a member of the Swedish American Greater Tampa-Orlando Chapter. Please contact Lill Hanson at LillHanson@aol.com. I also recommend leveraging the excellent resources of the SACC-USA by visiting their web site to familiarize yourself with their important business activities. <http://www.sacc-usa.org/cms/>

3. CultureGrams: World Culture Information

International business requires a keen understanding of business and cultural practices in a prospective foreign market. Business transactions around the world are often not conducted according to American standards. Realizing the importance of specific cultural traits is essential in establishing and preserving valuable relationships with trading partners. Research provided by **CultureGrams** delivers concise, reliable, up-to-date information on the world's cultures. Available for more than 200 countries, these four-page reports provide an insider's perspective on daily life and culture, including the history, customs, and lifestyles of the world's people. CultureGrams are available in a variety of print formats and electronic media. CultureGrams products are published by ProQuest, a world leader in collecting, organizing, and publishing information worldwide for researchers, faculty, and students in libraries and schools. To benefit from this valuable information visit the CultureGrams website: <http://www.culturegrams.com/index.htm>

4. Latest Exporting Financing Solutions Seminar

The U.S. Commercial Service, District Export Council, and SunTrust Bank will host the **Export University: Export 301 – Exporting Financing Solutions Seminar** on **October 8, 2008**.

Attendees will learn how to retain and grow sales using export financing programs and tools. Experts and economists from SunTrust Bank, Small Business Administration, and the Export-Import Bank of the United States will discuss the following topics: Export Financing Programs, Sales Terms and Payment Risk, Foreign Exchange Risk, and Preparing Financial Packages. The seminar is open to companies actively involved in exporting that are looking for enhanced solutions to finance the growth of export sales and mitigate payment risks. The seminar will be held on October 8, 2008 at the Feather Sound Country Club in Clearwater, Florida. Reserve your space now by registering at:

http://www.floridaexporter.com/events.html?todo=item&orig_id=177 .

For more information please contact George Martinez george.martinez@mail.doc.gov or Sandra Campbell sandra.campbell@mail.doc.gov

5. Pinellas Area Federal Contractors Association Announces Public Launch

The Pinellas Area Federal Contractors Association (PAFCA) will celebrate its official launch on October 21, 2008 at a kick-off event with special guest U.S. Representative. C.W. Bill Young. PAFCA is a newly formed nonprofit business league and economic development association committed to marketing the Tampa Bay region's federal contracting capabilities and promoting collaboration and contracting opportunities among regional businesses. In addition to providing its members with traditional marketing support and networking opportunities, PAFCA will also host important training seminars for member companies addressing federal contracting procedures, marketing to the federal government, proposal development, industry best practices, certifications, subcontracting, and contract administration and performance.

Membership in PAFCA is open to area companies or individuals currently performing federal contracting work or capable of performing federal contracting work. Membership is also open for regional academic institutions, government agencies, and companies or individuals engaged in professional services work specifically ancillary to federal contracting.

The public launch of PAFCA represents a collaborative effort of some of the Bay Area's largest employers to grow and maintain a leading nationally recognized federal contractors organization connecting businesses with federal contracting opportunities. Inaugural PAFCA sponsors include Alliant Techsystems, Inc. (ATK), CONAX Florida Corporation, Concurrent Technologies Corporation (CTC), DRS Technologies, General Dynamics OTS, Lockheed Martin Aeronautics, Raytheon, SAIC, Pinellas County Economic Development, STAR Technology Enterprise Center (STAR TEC), and Three Bridges Advisors.

Additional information on the Association and its October 21 launch event is available at www.FloridaFederalContractors.org, or you may contact PAFCA Executive Director David Jolly at info@floridafederalcontractors.org or 727-547-7354.

6. REACH: New EU Chemical Import Registration

The European Union's new chemical law, REACH (Registration, Evaluation and Authorization of Chemicals) is now in effect. This law affects U.S. exports of chemicals (defined as "substances" under REACH) or chemical mixtures ("preparations," e.g., paints, cleaning supplies, etc.) to Europe, as well as some products made with chemicals.

If a U.S. exporter ships more than one ton of any substance to Europe every year, that substance will have to be registered with the EU's chemical agency, European Chemicals Agency (ECHA), even if it is only one of many substances in a preparation. Only EU-based manufacturers and importers are bound by the law; however, imported substances still must be registered to be sold in Europe. U.S. exporters' customers or importers must register the substances, or the U.S. exporter may appoint an "Only Representative" in Europe to handle the registration.

Chemicals which meet the definition of phase-in substances should be pre-registered by December 1, 2008. Companies who pre-register their substances can benefit from extended

registration deadlines. Pre-registration requires only limited data and is free. For more information: www.buyusa.gov/europeanunion/reach.html

7. Tips For New Exporters

Preparing to export requires extensive research, planning, and budgeting. Make sure that your company is prepared and avoid the following pitfalls that are often made by exporters:

1. Failure to develop a thorough and complete marketing plan before beginning to export.
2. Inadequate commitment by top management to overcome initial obstacles and financial requirements.
3. Inadequate prudence in selecting foreign agents and distributors. Take due diligence to secure viable, dependable relationships.
4. Accepting orders from around the world instead of focusing on and establishing a plan for profitable operations and orderly growth.
5. Neglecting export business when the domestic market and company profits are thriving.
6. Failure to treat international representatives and domestic counterparts equally.
7. Unwillingness to modify products to meet regulations or cultural preferences of importing countries.
8. Failure to print sales materials and warranty messages in locally understood languages.
9. Failure to consider use of an export management company when appropriate.
10. Failure to consider licensing or joint-venture agreements when appropriate.

These common mistakes made by exporters were provided by the Export Sales and Marketing Manual. For more information or to receive a copy please call 800-943-3171

8. Sending Samples to Mexico

A U.S. exporter visiting Mexico to promote their products and services may get in contact with several important prospects. As a result, the Mexican company may ask for samples to be tested in their local environment. What to do? Whichever the case, these questions come to mind: How to send the samples to Mexico? What qualifies as a sample? Is there a special process under NAFTA procedures for sending samples? How much does it cost? Can the U.S. exporter send the samples through a regular courier service? What are the steps the U.S. exporter needs to follow to send samples successfully to Mexico? To learn more, go to <http://www.buyusa.gov/arkansas/mexsamples.pdf>

9. Trade Lead: Used PCs & Monitors

The U.S. Commercial Service has received inquiries from Egypt seeking U.S. suppliers of used PCs & monitors. For more information please contact Sandra Campbell: sandra.campbell@mail.doc.gov

10. Commercial News USA: January-February 2009

The January-February 2009 issue of "Commercial News USA," will feature the Building and Construction Industry. Deadlines for the edition are November 9, 2008 for space, and November 16, 2008 for materials.

Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, reaches 400,000 readers in 176 countries worldwide. For advertising information and to view current and past issues, visit: <http://thinkglobal.us/>

11. U.S.-Saudi Arabian Business Council Issues First Real Estate Sector Report

The U.S.-Saudi Arabian Business Council is now offering its first edition of the *Real Estate Sector in the Kingdom of Saudi Arabia*. The sector report provides a concise yet thorough overview of Saudi Arabia's booming real estate market and the billions of dollar worth of investment opportunities that the Kingdom is opening up to foreign investors. A list of key contacts for Saudi Government Ministries and leading companies involved in the industry is also included. The 2008 Real Estate sector report is a great resource for companies interested in learning more about Saudi Arabia's booming real estate and property development services. The report is available for purchase by visiting www.us-sabc.org or contacting U.S. Saudi-Arabian Business Council: 703-962-9300.

12. Useful Websites

globalEDGE: Your Source for Global Business Knowledge: <http://globaledge.msu.edu>
Created by the International Business Center at Michigan State University (IBC), globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities.

Saudi Arabian Market Information Resource Directory: <http://www.saudinf.com>
Research the abundant trade opportunities in Saudi Arabia with his government site. A wonderful resource for Saudi Arabian history, news, statistics, industry profiles, cultural information, business directories, travel links, contacts, maps, a message board, and plenty of useful links.

Exhibitor Online: <http://www.exhibitoronline.com>
This site has lots of information about trade shows and exhibitions. Search their database of trade shows and get a list of upcoming trade show events with some of the important details.

13. Upcoming Webinars

October 8, 2008: Canada First Webinar Series: Sending Temporary Exports to Canada, Part 5 of 6

For information: <http://www.buyusa.gov/newhampshire/canadawebinar.html>

October 15, 2008: Canada First Webinar Series: Sending Temporary Workers to Canada, Part 6 of 6

For information: <http://www.buyusa.gov/newhampshire/canadawebinar.html>

October 20, 2008: Strategies to Recruit Students from Hong Kong Webinar:

To register contact: Gabriela Zelaya at gabriela.Zelaya@mail.doc.gov or 408-535-2757, ext. 107.

Missed One of Our Webinars? Transcripts and/or presentations are available from some of our past webinars: http://www.export.gov/mrktresearch/webinarschedule_marketresearch.asp

14. Tampa Bay Calendar of Events

We have a calendar of events on our local 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> and contact Sandra Campbell at (727) 893-3738 for additional information.

15. Upcoming Events

NATIONAL

October 7 & 14, 2008: Florida Foreign Trade Association's Training Program in International Trade, Miami, FL

This two-part seminar offers an introduction on how to get started in exporting and importing. For more information and to register visit:

<http://www.ffa.com/NewSite/EventRegistration.asp?EventID=23>

October 8, 2008: Export University-Exporting Financing Solutions Seminar, Clearwater, FL

High level course for companies actively involved in exporting that are looking for enhanced solutions to finance the growth of export sales and mitigate payment risks.

For more information contact George Martinez GeorgeMartinez@mail.doc.gov

October 15-18, 2008: National District Export Council (DEC) Conference, Palm Springs, California. Register at <http://www.deconference.com>

This four-day event features keynote speeches on topics such as free trade agreements and safety and security; numerous breakout sessions; and industrial tours. For more information, please contact Fred.Latuperissa@mail.doc.gov or phone at 909-466-4136.

October 18-21, 2008: 32nd Annual Joint Meeting of the Southeast U.S./Japan Association, Raleigh, North Carolina

600 business and government leaders from Japan and the southeastern United States will convene in Raleigh, offering a rare opportunity to build relationships with key international leaders across a wide spectrum of business and industry.

Contact Gary Schumann or Ilona Vega-Jaramillo Tel.: 305-808-3660

October 29, 2008: Doing Business with Africa: Challenges, Practice and Potential, Tampa, FL

Presentations on: Experiences of Florida Firms Doing Business in Africa, Government Programs Assisting Development of African Business Linkages, Cultural Issues, and Trade with Africa. To register <http://sbdc.usf.edu/calendareventdetails.asp?eventid=127> or for more information please contact: llucas@cas.usf.edu

INTERNATIONAL

October 9-11, 2008: “Made In America” Trade Fair, Beirut, Lebanon

“Made in America” aims to showcase the latest American technology and to assist American businesses in taking advantage of the expanding commercial relations between Lebanon and the United States. For more information about Made in America, please visit:

www.BuyUSA.gov/lebanon/en/madeinamerica.html

October 9, 2008: Expo Industrial BajaMak

“BajaMak” is a regional trade show focused on promoting the manufacturers’ supply industry of companies based in Baja California. This exposition is divided into five specialized pavilions in the aerospace, automotive, medical, metal-mechanical and electronics sectors, where leading industries will promote their supply and service requirements.

For more information please visit the website <http://www.bajamak.com/> or contact Anais Gonzalez at a.gonzalez@bajamak.com Tel: 619-866-4344

October 14-17, 2008: Public Health Ukraine, Kiev, Ukraine

At this show, Ukraine’s major medical and pharmaceutical show, the Commercial Service in Kiev will organize the Product Literature Center (PLC). Participate by sending your product catalogs and price lists for display in the Commercial Service PLC, and for distribution to interested Ukrainian companies. To participate in the Product Literature Center contact Olena Stephanska, Kiev Commercial Specialist, e-mail: Olena.Stephanska@mail.doc.gov ; tel: (380-44) 490-4054; fax: (380-44) 490-4046; U.S. Commercial Service, American Embassy Kiev, Ukraine. For more information visit <http://www.publichealth.com.ua/en/>

October 14-16, 2008: Trade Fair Event at Enviro Pro Mexico 2008

Enviro-Pro Mexico is the largest environmental exhibition in Mexico. A great venue for U.S. manufacturers and suppliers of pollution control, renewable energy, electrical power systems, and other environmental products/systems who are interested in expanding their business in Mexico and throughout Central America. For more information or to register please visit:

<http://www.ejkrause.com/enviropro/>

October 10-19, 2008: Outbound Mission to Spain, Madrid, Pamplona, and Barcelona

Join the Greater Miami Chamber of Commerce in partnership with Enterprise Florida, Inc. to discover the new Spain by participating in an mission to Madrid, Pamplona and Barcelona, Spain to connect with business leaders, participate in briefings, seminars, networking events and to facilitate business relations between Florida and Europe. For information please contact Liane Ventura lventura@miamichamber.com, Tel.: 305-577-5445 or Juan Gonzalez

jgonzalez@miamichamber.com Tel.: 305-577-5477

October 22-23, 2008: Security Canada Central U.S. Pavilion

Qualified U.S. suppliers of security equipment, physical security systems on an IP-ready security technology will have access to senior business leaders, top federal, provincial and municipal government agencies, distributors and end-users of security technology in Canada’s

largest facility: Toronto Congress Central, Ontario. For more information please visit:
<http://www.buyusa.gov/canada/en/securitycanada.html>

October 25-30, 2008: Energy Efficiency and Renewable Energy Trade Mission to Egypt and the UAE

For more information on the mission, please visit
http://www.eere.energy.gov/international/middle_east_business_dev.html or
Mission@ee.doe.gov

October 26-30, 2008: SUSTA Trade Mission to Panama and Costa Rica

Join SUSTA (The Southern United States Trade Association) in Panama City, Panama and San Jose, Costa Rica to meet one-on-one with key buyers, importers, and trade associations from both retail and foodservice sectors. To register visit SUSTA's website
<http://directory.susta.org/events> or for more information contact Victoria Mejia
victoria@meiconsulting.com Ph. 865-951-1575 or Jenna Beattie
Jenna.beattie@agi.alabama.gov Ph. 334-240-7279

October 26-November 4, 2008: Aerospace Supplier Development Mission to China, Beijing, Shanghai, Suzhou, Guangzhou & Zhuhai

The goals of the Aerospace Supply Chain Development Mission to China are to: introduce US companies to Chinese joint-venture groups and Western OEMs operating in China; explore supplier opportunities on other aerospace programs (including Chinese programs and Western programs with Chinese firms "risk sharing"); and facilitate an effective U.S. presence at Airshow China.

For more information contact Eric Nielsen eric.nielsen@mail.doc.gov

October 29-31, 2008: SEGURSHOW 2008, Caracas, Venezuela

SEURSHOW 2008 is the most important specialized business forum for the Safety & Security industry in Venezuela. This annual event promotes U.S., European and Latin American products and services related to fire, safety, automation, and security.

For more information please visit: <http://www.buyusa.gov/venezuela> or contact Ms. Betty Castro Betty.Castro@mail.doc.gov

October 30-November 4, 2008: SUSTA Trade Mission to El Salvador and Guatemala, San Salvador & Guatemala City

Meet one-on-one with key buyers, importers, and trade associations from both retail and foodservice sectors. To register visit SUSTA's website <http://directory.susta.org/events> or for more information contact Victoria Mejia victoria@meiconsulting.com Ph. 865-951-1575 or Marisol Rodriguez rodrigm2@doacs.state.fl.us Ph. 850-488-4132

November 4-6, 2008: World Toilet Summit & Expo 2008, Macau, China

The U.S. Commercial Service will host a catalog exhibit that will display U.S. firms' brochures throughout the three-day Expo for just \$700. This enables small- to medium-sized businesses in plumbing-related fields in the U.S. to showcase their products affordably.

Please contact: Ms. Velma Morga vmorga@iccsafe.org Phone:(562)699-0543, ext. 3227 or for more information on the show: <http://www.worldtoilettevents.com>

November 9-15, 2008: FedEx Certified Trade Mission to India

FedEx, one of our corporate partners, is sponsoring its first U.S. Department of Commerce-Certified Trade Mission to India, with stops in New Delhi, Hyderabad, and Mumbai. Offering a convenient opportunity for U.S. firms to launch or expand business in one of the world's most dynamic markets, this certified trade mission will include site visits to leading commercial,

educational and production facilities, as well as one-on-one business appointments and networking activities. For more information please visit:

<http://offer.van.fedex.com/m/p/fdx/ind/trademission.asp>

November 17-21, 2008: Commercial Service Trade Mission to Sydney and Melbourne, Australia

Interested firms need to apply by September 26, 2008. For details, call Jessica Arnold at 202-482-2026, or visit the mission website: www.export.gov/australiamission

December 2-4, 2008: EXPO-COMM Italia, Rome, Italy

The U.S. Commercial Service Italy is supporting the U.S. Pavilion at the first edition of the EXPO COMM ITALIA Telecommunications show. This show will be targeted for the EMEA Region (Europe, Middle East, Africa). For more information please on the show and on the services provided for participating companies, please visit:

<http://www.buyusa.gov/italy/en/expocomm2008.html> or contact Nicoletta Postiglione, Nicoletta.Postiglione@mail.doc.gov

**December 2-5, 2008, Automotive Supply Chain Mission to Mexico, Monterrey & Saltillo
Registration deadline is October 17, 2008**

A timely and cost-effective opportunity for U.S. firms to tap into these fast-growing markets for automotive equipment, technology and services. For more information and to register please visit: http://www.buyusa.gov/auto/mission_monterrey_mexico.html

March 3-7, 2009: Dubai International Boat Show, Dubai International Marine Club, Mina, Seyahi

Join Enterprise Florida as they host a pavilion at the Dubai International Boat Show. For information please review the [Brochure for show](#) or contact: Julie Balzano jbalzano@eflorida.com and visit www.boatshowdubai.com

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

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