

Export News for Florida

From the Florida U.S. Export Assistance Centers

U.S. Commercial Service, U.S. Department of Commerce

January 2005 Edition

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1. Viragen Makes Important Donation to Tsunami Victims

In the aftermath of the tsunamis that struck South Asia on Sunday, December 26, 2004, many Americans have been very generous in offering donations. The tsunami waves have killed thousands in South Asia, and have left many others with nothing. The countries hardest hit by this disaster include Sri Lanka, India, Indonesia, the Maldives, and Thailand.

The U.S. Government has pledged \$350 million in aid (the largest contribution by a government after Japan's \$500 million), and private citizens have raised even more money.



One example of the many generous donations can be found locally in South Florida. Viragen, of Plantation, has organized the donation of its product Multiferon to the tsunami victims. It will ship 25,000 ampoules of Multiferon 3-MIU and 2,500 ampoules of 6-MIU to Thailand and other affected areas. Multiferon is a medicine made from leukocytes that helps increase the body's capacity to attack hepatitis and cancer cells. The drug is effective in the treatment of patients suffering from Hepatitis B, Hepatitis C, and certain types of cancer. Many people in the affected countries suffer from these conditions, and the number of hepatitis cases is sure to rise in the aftermath of the disaster. This donation will help the physicians in these countries who will face a shortage of treatments for their patients, especially as most aid money will be directed to provide food and other essential items. Furthermore, the cost of this treatment is quite high. The U.S. Commercial Service is assisting Viragen in arranging for the product to be shipped and to be received by the appropriate Agency for International Development contacts in the affected region. FedEx, a

strategic alliance partner of the U.S. Commercial Service, has also joined the effort in providing an expeditious logistics solution.



If you have not already made a donation to the tsunami victims and would like to do so, please feel free to visit the American Red Cross (www.redcross.org), or any other organization collecting a relief fund. You may also visit the American Red Cross's donation page at <https://www.redcross.org/donate/donation-form.asp>. If you are interested in donating products to tsunami victims, please send an email to Office.Miami@mail.doc.gov. We will put you in contact with the organizer of the U.S. Department of Commerce's aid effort.

2. Learn the Latest Regulations in Exporting! Attend the U.S. Export Regulations Expo – January 25-26, 2005

The U.S. Census Bureau and The U.S. Commercial Service cordially invite you to attend The U.S. Export Regulations Expo at Florida International University on January 25-26, 2005. The Expo consists of a U.S. Export Regulations Seminar and AESPCLink Certification Workshops.

Did you know...

If you are still filling out the paper Shipper's Export Declaration (SED), you only have until spring-2005 before you are mandated to use the Automated Export System (AES) to file your export information!!! If shippers do not use the AES, they will be fined and their shipments seized by the U.S. Bureau of Customs and Border Protection Officials.

Are you prepared?

The U.S. Export Regulations Seminar will be an enjoyable way for you to get prepared for this impending requirement. Experts from the U.S. Census Bureau and the U.S. Bureau of Customs and Border Protection will present to you the new regulations and how to submit your SED through the AES. The seminar admission fee covers the cost of a continental breakfast, lunch, and all of the seminar's handouts. If you would like hands-on training, on the next day, plan to attend one of the AESPCLink Certification Workshops.

Mastering the Automated Export System

Both AESPCLink Certification Workshops include an overview of the Automated Export System, hands-on PC training, and filing sample SEDs via AESPCLink. (You may bring samples of SEDs filed by your company for practice). Participants will be presented with certificates upon completion.

For further information regarding The U.S. Export Regulations Expo or to register, please visit <http://www.census.gov/mso/www/ftd/seminars.htm>. Once on this web page, you will see a grid with the dates and locations of various seminars. Scroll down to January 25, 2005 U.S. Export Regulations Seminar in Miami and click on the "PDF" or "TXT" buttons for further information. The "PDF" button takes a few minutes to download, and it is only recommended for those with very fast Internet connections. The "TXT" version downloads much faster.

For information on the AESPCLink Certification Workshops, please see the box marked January 26, 2005 and click on the "PDF" or "TXT" buttons.

If you have any questions, or would like additional information, please contact Rachel Echeumuna at the U.S. Commercial Service (305-526-7425; Rachel.Echeumuna@mail.doc.gov).

3. Understanding the Legal Aspects of Export Transactions: A Series of Seminars

The U.S. Department of Commerce and The Florida District Export Council, in conjunction with The Greater Tampa Chamber of Commerce Committee of One Hundred and The Pinellas County Economic Development are hosting a series of seminars entitled, "Understanding the Legal Aspects of Export Transactions". These seminars will take place from 9:00 a.m. until 11:30 a.m. at the Tampa Bay Export Assistance Center on January 27, February 10, February 25, and March 10, 2005. These four briefings will help you understand the latest legal aspects of export transactions including: complying with U.S. Government export regulations; export contracts (including distribution, licensing, franchising, security interests, and sales contracts); patent, trademark, copyright protection abroad and Internet selling legal issues; and dispute resolution (including mediation, Litigation, and enforcing judgments abroad).

For more information, or to register for one or all of these sessions, please contact George Martinez at the Tampa Bay U.S. Export Assistance Center (727-893-3738; George.Martinez@mail.doc.gov).

4. Learn About Your Company's Potential in Panama, China, and Italy: Schedule a Visit with an Incoming Commercial Specialist

The Ft. Lauderdale and Miami U.S. Export Assistance Centers will be hosting visiting Commercial Specialists from our respective offices in Panama, China, and Italy at the end of January. These Specialists possess a wealth of knowledge and expertise on their assigned industry sectors for their respective markets. If you are interested in meeting with one of the below Specialists, please contact Stephanie Heckel (954-356-6640; Stephanie.Heckel@mail.doc.gov).

Jeane Zuniga – Commercial Specialist, Panama

Apparel, Automotive, Cosmetics, Consumer Goods, Travel and Tourism Services, and Building Products.

Shujuan Cao – Commercial Specialist, China

Consumer Electronics, Computers/Peripherals, Computer Software, Computer Services, Electronics Industry Products/Testing Equipment, Information Services, and Robotics.

Simonetta Busnelli – Commercial Specialist, Italy

Travel and Tourism Services, Pet Products and Veterinary Services, Giftware, Jewelry, Toys and Games, and Processed Foods.

5. Aerospace Leads Sectors Signed up for Upcoming Malaysia Mission

As preparations approach completion for the Florida District Export Council's (DEC) Trade Mission to Malaysia (February 25 – March 5, 2005), companies in the Aerospace segment have been the most dominant among the sectors targeted for recruitment. Among the participants is the Florida Space Authority, which has already received much interest from the Malaysian side.

Planned by the DEC (<http://www.floridaexporter.com/>), a private sector volunteer organization associated with the U.S. Commercial Service, the Mission has received outstanding support from the U.S. Embassy in Kuala Lumpur, as well as many Malaysian ministries and Malaysian states. Officially supported by Enterprise Florida, and benefiting from sponsorships from Malaysia Air Lines and FedEx, this Mission is an unusually cost-effective opportunity for gaining access to key Malaysian decision makers. Sectors targeted include the following:

Aviation/Aerospace
Energy, Oil & Gas
Education
Environment/Renewable Energy
Franchising
Healthcare/Biotechnology
Telecommunications/Information Technology

For market research on any of these sectors, please contact the U.S. Commercial Service at 954.356.6640 or by e-mail at Office.Miami@mail.doc.gov.

For further information on the mission, please visit <http://www.malysiamission.com>.

6. Business Development Seminar, Agent/Distributor and Franchise Expo- Nassau, Bahamas

The Bahamas Chamber of Commerce, in conjunction with the U.S. Embassy, will co-sponsor a Business Development Seminar, Agent/Distributor and Franchise Expo at the Wyndham Cable Beach Resort & Casino March 23 & 24, 2005 in Nassau, Bahamas.

ALL FRANCHISE COMPANIES INTERESTED IN THE LUCRATIVE BAHAMIAN MARKET AND COMPANIES LOOKING FOR BAHAMIAN AGENTS/DISTRIBUTORS FOR THEIR PRODUCTS ARE INVITED TO ATTEND.

In addition to an EXPO to showcase franchise and agent/distributor information, one-on-one matchmaking appointments will be arranged for all companies participating.

There are a number of American franchises already operating in The Bahamas. Most franchises are successful because they appeal to both the local community and the four million plus tourists who visit The Bahamas. Benefits of investing in The Bahamas include: a stable, democratic government; relief from corporate and personal income taxes, timely repatriation of profits and approved investments; proximity to the United States; extensive air links through nearby Miami, Ft. Lauderdale, and Orlando; well-developed telecommunications links; a good pool of skilled professionals; excellent tourism and conference facilities; and tariff concessions under the Caribbean Basin Economic Recovery Act, Canada's CARIBCAN Program, and the European

Union's LOME IV Agreement. The Bahamian dollar is fixed on par with the United States dollar and the Government is firmly committed to maintaining this exchange rate.

COMPANIES INTERESTED IN PARTICIPATING ARE INVITED TO COMPLETE THE FOLLOWING REGISTRATION FORM AND RETURN IT TO ANNE MARIE BAIN AT FAX: 242-328-3495 OR EMAIL BAINA@STATE.GOV.

REGISTRATION FEE: \$100. Please make checks payable to the U.S. Embassy Nassau, Bahamas.

7. Australian International Air Show – March 15-20, 2005

The U.S. Department of Commerce and the U.S. Embassy in Australia are pleased to invite you to participate in the forthcoming Australian International Air Show at Avalon Airport near Melbourne, March 15-20, 2005.

We urge you consider the following four options:

Exhibiting in the certified USA Pavilion through Kallman Worldwide.

For more information about purchasing your own booth at the Air Show, please contact Jackie Illardo (jackiei@kallman.com) or visit <http://www.kallman.com/australia2005.htm>.

Exhibiting in the Florida Pavilion through Enterprise Florida

For more information about reserving a booth through the Florida Pavilion, and the numerous benefits of being part of the Florida Pavilion, please contact Ken Cooksey (850-922-8832; kcooksey@eflorida.com) or see the Pavilion flyer on <http://www.eflorida.com/calendarofevents/attachments/austairshow.pdf>.

Aerospace Executive Service (AES)

As an AES participant, you will benefit from 2 days of customized 1-on-1 meetings with industry decision-makers. The AES matchmaking program is coordinated by the U.S. Commercial Service staff in Australia, and includes many other benefits. The cost is \$2,500 per company (plus \$500 for each additional person from the same company). You can learn more about the AES program by reviewing the following URL: <http://www.buyusa.gov/eme/australianaes05.html> or by emailing Eric Nielsen at enielsen@mail.doc.gov.

Aerospace Product Literature Center (APLC)

The APLC offers a proven, economical way of identifying potential customers, make sales, and test overseas markets. The U.S. Commercial Service will display and distribute your product literature, and collect business leads on your behalf, among other services for only \$600. To review all the APLC benefits, please contact Karen Dubin (Karen.dubin@mail.doc.gov) or visit http://www.export.gov/comm_svc/detail_tradeevents.asp?EventID=20452.

Should you have any questions, please do not hesitate to contact Aviation/Defense Industries Senior Trade Specialist Rick Ortiz at 305-526-7425 x29 (or email rick.ortiz@mail.doc.gov).

8. You Can Now Access Credit Reports Through the Florida District Export Council's Web Site!

You can now access credit reports through the Florida District Export Council's web site, <http://www.floridaexporter.com>. This service is provided through SkyMinder, and it gives visitors to the site access to credit reports on companies around the globe. This is a great tool to check the creditworthiness of a potential buyer.

SkyMinder represents a complete compilation of worldwide online company data. With the addition of Experian-US and Equifax-Canada to its online offering, SkyMinder has enhanced the value it brings to professionals needing information on North American companies.

Please feel free to log-on to www.floridaexporter.com, and check out SkyMinder. SkyMinder is not subscription based. You will need to fill in some information in order to log-on to the service, but you will not pay a dime until you actually buy a report. From the Florida District Export Council web site's homepage, click on the down arrow next to "Resource Center" and click on "Florida Exporter Resources". Scroll down until you see "Global Credit Reports" and click on it, then click on SkyMinder. You can use the link at the bottom of the page to visit the SkyMinder web site and credit report database.

9 Let Your Voice Be Heard: U.S. Trade Representative's Request for Comments on IPR Issues

REQUEST FOR COMMENTS: 2005 SPECIAL 301 ANNUAL REVIEW

USTR is requesting written comments from the public concerning its requirement to identify countries that deny adequate and effective protection of intellectual property rights or deny fair and equitable market access to U.S. persons who rely on intellectual property protection. This is being done under Section 182 of the Trade Act of 1974, which is commonly referred to as the "Special 301" provisions in the Trade Act. In addition, USTR is required to determine which of those countries should be identified as Priority Foreign Countries. Submissions must be received on or before 5:00 p.m. on Friday, February 11, 2005:

<http://a257.g.akamaitech.net/7/257/2422/01jan20051800/edocket.access.gpo.gov/2005/04-28705.htm>

10. On-Line Resources

Access Eastern Mediterranean

<http://www.buyusa.gov/easternmed>

The Access Eastern Mediterranean (AEM) program is a cost-effective trade lead generator initiated by the Commercial Service offices responsible for Egypt, Israel, Jordan, Lebanon, Turkey, the West Bank/Gaza, and Morocco. The AEM program gives you maximum exposure in the region's markets and to its 180 million consumers. By registering with AEM, you will have your products promoted in all 6 markets at once! This offers you maximum exposure to buyers in these countries.

The Access Eastern Mediterranean web page offers information about the unified promotion events in the five "best prospect industries" for this region. It also announces conference call market briefings that you can participate in from your own office! Please visit the above web site for more information on the Access Eastern Mediterranean program.

GlobalEdge – The Best in Research

<http://globaledge.msu.edu>

GlobalEdge offers a wealth of information about international trade. By visiting the web site, you can access country profiles, statistics, market research, international news, trade leads, company directories, trade law information, trade show calendars, language tools, financial data, travel tips, and more.

Customs Rulings Online Search System – Customs Database

<http://www.rulings.customs.gov>

If you deal with Customs and Border Protection, a good site to visit is the Customs Rulings Online Search System (CROSS). This is a searchable database of Customs & Border Protection Rulings since 1990. You can search by keyword, or click on “Downloadable rulings” and see all the rulings for a particular year. There are also links to other useful information for international trade, such as the Harmonized Tariff Schedule, Customs Bulletins, and the Customs Valuation Encyclopedia.