



The Quarterly Newsletter

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2010

CIEDEC MEETINGS

10 A.M-NOON

May 24, 2010

August 30, 2010

November 29, 2010

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Welcome Assistant Secretary Suresh Kumar

Suresh Kumar is the new Assistant Commerce Secretary and Director General of the U.S. Foreign Commercial Service. As part of the International Administration, the Commercial Service is dedicated to helping U.S. companies with their exporting needs so U.S. Company's sale's aboard help support jobs here in the United States.

Suresh Kumar has proven to the U.S. Senate to have the knowledge and experience to lead the Commercial Service and increase efforts to help U.S. companies looking to sell their products abroad.

Kumar served as special advisor to the Clinton Foundation where he worked with governments in Sub-Saharan

Africa and corporate CEOs to establish private-public partnerships to stimulate economic development in the region. He led Johnson and Johnson's Worldwide Consumer Pharma-

On March 22, 2010 Assistant Secretary and Director General Suresh Kumar visited Los Angeles as part of the National Export Initiative and met with CIEDEC.

ceuticals business and served on the corporation's Group Operating Committee, and was vice president of consumer prod-

ucts for Latin America & Asia at Warner Lambert/Pfizer. Kumar most recently was president and managing partner of KaiZen Innovation, a management advisory firm dedicated to improving local communities and global markets.

Kumar has published on global management. Kumar's continued business



leadership and contributions to management education and consulting have been recognized by Thunderbird School of Global Management. He has also served as adjunct faculty member at the Schulich School of Business at Toronto's York University, Bombay University, India, and has been appointed Professor of International Business at Rutgers University EMBA program.

Export Successes: LANDTEC North America, Inc



LANDTEC North America, Inc. is an environmental engineering company located in Colton, California. LANDTEC manufactures equipment and software for monitoring of green house gases in landfills, anaerobic digesters and other biogas recovery projects. In 2009 LANDTEC acquired a laser technology product line, **VIASENSOR HS-1000**, whose origins can be traced to the Mars Rovers developed by the Jet

Propulsion Laboratory in Pasadena.

The LANDTEC VIASENSOR HS-1000 is a humidity sensor currently being used by some car manufacturers' R&D divisions in developing a usable fuel cell for automobiles, as well as by other researchers as an alternative source of power supply. Based on the Tunable Diode Laser technology that was crafted into the VIASENSOR HS-1000, LANDTEC recently developed a new monitor for use in the landfill industry. The new instrument **FAU-TDL** is a high

accuracy CH4 and CO2 monitor, immune to interference from other gases. In addition, the **FAU-TDL** is a low-maintenance instrument that does not require typical annual calibrations. Therefore, the **FAU-TDL** brings greater value to an industry where LANDTEC already enjoys a strong presence as the leader. With the help of the Department of Commerce's Export Assistance Center in Ontario California, Mr. Fred Latuperissa is helping LANDTEC to promote this product in Latin America and abroad.



“To contribute leadership & business experience in export expansion”

The California Inland Empire District Export Council (CIEDEC) is an organization of local leaders, appointed by the U.S. Secretary of Commerce, whose knowledge of international business provides a source of professional advice for local firms. The current network of District Export Council members in the United States includes over 1,500 volunteers.

Chair

Roy Paulson
Paulson Manufacturing

Vice-Chair

Darrel Olsen
Olson Insurance Solutions

Executive Secretary

Fred Latuperissa
U.S. Commercial Service

Treasurer

Don Driftmier
Noble House Entertainment Pictures

Past-Chair

Lori Van Arsdale
Green Technology Inc

Board Members

Karen Bowerman
CSU-San Bernardino

Uwe Janssen
Rauch International

Tim Murphy
Comerica Bank

Larry Sharp
Arrowhead Credit Union

Mark Stanley
MicroCool

Meet the Current Members

Dean Angelides
Todd Hooks
Carol Rowen
Ralph Stock
Jeffery Williamson
Eddie Khoury
Carlos Valderrama
Greg Brittain
Jim Worsham
Kevin Floody
Anthony Capone
Bill Ingraham,
Cathy Van Horn
Chuck Delgado
David Millan
David Stewart
Graig Keys
Jerry Paressa
Jill Schvaneveldt
Jonathan Watson
Kent Hinds
Noel Massie
Ray Sanchez
Ravinder Joshi
Richard Gibbs

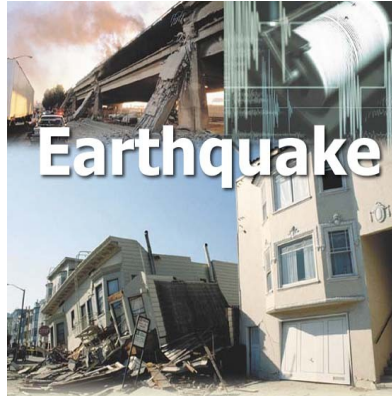
ESRI
Agua Caliente Band of Cahuilla Indians
International Trade Education Program
Jacob Engineering
Riverside Community College—CITD
FedEx
Musick, Peeler & Garrett LLP
Attorney at Law
Southern California Logistics Airport
K&N Engineering
Nimbus Water Systems
San Bernardino International Airport Authority
City of Palm Springs -Economic Development
Attorney at Law
Landtec North America Inc
University of California Riverside
Green Valley Initiative
San Manuel Band of Serrano Mission Indians
Loews Ventana Canyon
Alvarado Manufacturing
Cushman & Wakefield
UPS
Fata Hunter USA
International Rite-Way Products
Northrop Grumman Corporation

ITA Joins in Haiti Relief Efforts

The Department of Commerce and several of its bureaus, including the International Trade Administration, are participating with other federal departments in a unified, government wide response to reconstruction and stabilization efforts in Haiti. These efforts are the result from President Barack Obama, who on January 14, 2010, designated the acting director of the U.S. Agency for International development, Dr. Rajiv Shah, to coordinate U.S. aid to Haiti.

The disturbing earthquake that struck Haiti on January 12, 2010, created extensive damage to a country already struggling with poverty and a weak civil structure. Once basic emergency aid chan-

nels are established, Haiti faces a long period of recovery to reinstate its economy and institute the rule of law.



The International Trade Administration will initially be assisting reconstruction by developing public-private partnerships to meet immediate needs. In the near future, efforts will involve work that will help build economic security in Haiti.

The Office of Reconstruction and Stabilization is coordinating the Commerce Department's Haitian relief efforts. This office works with the Civilian Response Corps, an interagency body led by the Department of State. The responsibility consists of bringing together people—including military, civilians, and federal employees to help with the impact the earthquake left behind.

The CIEDEC Committees



Trade Policy: CIEDEC Chair Roy Paulson

The Trade Policy subcommittee is responsible for addressing trade policy matters that are considered to be of strategic national importance, that will contribute to the creation of a strong national economy within the global economic society in which we operate, and that can be affected positively through the activities of the DEC's. Some of these issues may fall into the sphere of current legislative activity while others may not.

Legislative Affairs: CIEDEC Chair Don Driftmier

The Legislative Affairs subcommittee is responsible for addressing all legislative issues that are of importance to Commerce and/or the DEC's in general. These issues may be at the federal level, or at the state level.

Partnership Outreach: CIEDEC Chair Uwe Janssen

The Partnership Outreach subcommittee is responsible for addressing all conferences and trade events within the community that are of importance to Commerce and/or the DEC in general.

Education/Outreach: CIEDEC Chair Karen Bowerman

The Education/Outreach subcommittee is responsible for addressing all education and outreach issues that are of importance to commerce and any DEC in general. This subcommittee will evaluate outreach programs needed to address all relative issues both within Commerce and the DEC's. These programs will be developed with the help of Commerce's Education Outreach designee, for distribution to each DEC. This committee will also evaluate "Best Practices" education and outreach programs that various DEC's have in place and pass this information to the other DEC's for their use.

Electronic Communications: CIEDEC Chair

The Electronic Communications subcommittee is responsible for addressing all electronic communications issues that are of importance to commerce and any DEC in general. This subcommittee will coordinate and distribute information to all DEC's through the National DEC Web Site. It will ensure that website content is current and applicable to the requirements of the DEC's. The Chair will work closely with the Electronic Communications designate at the Department of Commerce.



The National Export Initiative

Double U.S. exports and support two million new jobs!

In the President State of the Union address, President Barack Obama called for a new National Export Initiative to double U.S. exports and support two million new jobs. This new National Export Initiative is the result of the current economic and financial crisis, which has led to the loss of million of U.S. jobs. Although we have begun to see positive economic recovery, Americans remain unemployed or underemployed. President Obama has announced five steps the Administration will be carrying out the National Export Initiative to help U.S. Firms expand sales overseas. This new plan is creating new Cabinet-level focus on U.S. exports, expanding financing, prioritizing government advocacy on behalf of U.S. exporters, providing new resources to U.S. companies seeking to export, and ensuring a level playing field for U.S. exporters.

The President has signed an Executive Order instructing the federal government to enhance and coordinate Federal efforts to promote exports. This new initiative hopes to rescue, rebuild, and restore America.

The NEI will help meet the Administration goals of doubling exports over the next five years by removing trade barriers overseas, by helping firms (especially small businesses) overcome the road blocks in entering new export markets, and by assisting with financing. The President or-

dered the following measures to ensure export promotion activities:

- Creating the Export Promotion Cabinet
- Re-launching the President's Export Council
- Sponsoring an Unpredicted number of Trade Missions this Year
- Creating a New Market Ex-

porter Initiative and enabling them to increase their volume of exports; new higher-wage jobs will be created. The proposed funding level projects to increase the annual number of small and medium-sized enterprises (SMEs) that export to a second or additional country by 40 percent from FY 2009 to FY 2011.



- Launching an International Business Partnership program
- Engaging our Ambassadors in a New Commercial Diplomacy Strategy
- Enforcing trade rights
- Opening New Markets
- Laying the Groundwork for Stronger and Balanced Growth
- Reducing the Delay of the U.S. Exports of Encryption Products from 30-60 Days to 30 Minutes
- Creating One-Stop Export Promotion Shops
- Increasing Export Credit

President Obama requested \$78.5 million to support ITA's export promotion efforts. By increasing the num-

ber of U.S. firms that export and enabling them to increase their volume of exports; new higher-wage jobs will be created. The proposed funding level projects to increase the annual number of small and medium-sized enterprises (SMEs) that export to a second or additional country by 40 percent from FY 2009 to FY 2011.

ITA is expecting to expand the overseas presence of the U.S. and Foreign Commercial Service in high-growth markets. In addition, increase the number and size of U.S. government-led trade missions focusing on critical industry sectors.

The National Export Initiative has clearly become the new focus of 2010. On March 22, 2010 our new Assistant Commerce Secretary and Director General of the U.S. Foreign Commercial Service, Suresh Kumar, visited Southern California to Launch the National Export Initiative. Furthermore, President Obama will visit Indonesia June 2010 with the purpose of the new National Export Initiative.



New Market of the Month: *Indonesia*

Indonesia shows prominent business opportunities for U.S. companies. As it is Southeast Asia's largest economy with consistent high annual growth exceeding 6% in both 2007 and 2008, as it holds great business potential. Indonesia's economy was among the top worldwide performers considering the difficult global conditions of 2009. Indonesia stands as of now the fourth largest country, holding 237 million citizens, 50% of whom are un-

der the age of 30.

Indonesia is a thriving democracy with significant regional autonomy. It is lo-



The capital city of Indonesia, Jakarta

cated on the world's major trade routes and has extensive

natural resources. It currently stands as the top-ten market for U.S. agricultural products and within the top 30 overall markets for U.S. exports.

Important business opportunities exist in mining, energy, agribusiness equipment and services. The aircraft market favors U.S. products, such as aircrafts, replacement parts and service. Telecommunications technology and satellites remain excellent areas for American products and

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INTERNATIONAL
TRADE
ADMINISTRATION

Indonesia Facts

- **Indonesia has the worlds 4th largest population**
- **GDP is growing at over 6% annually**
- **Has the largest economy in Southeast Asia**

U.S. Department of Commerce Clean Energy Mission

The first quarterly CIEDEC meeting introduced great business opportunities in the green technology industry. As it has been stated, green technology is becoming a big demand worldwide as China's International Trade Specialist, Andrew Gately discussed at the meeting.

Currently, green technology business opportunity has become more apparent through the Clean Energy Mission, which will take place in China May 16-21, 2010 and Indonesia May 23-25, 2010. Gary Locke, U.S. Commerce Secretary will lead President's Obama's first cabinet-level trade mission to China and Indonesia. This mission would create tremendous business opportunities for U.S. companies who are competitive in the energy sector. These countries focus on renewable energy,

energy efficiency, and improved electricity infrastructure.

Why China? May 16-21 2010



In response to rapid economic growth and an increasing demand for energy, China has made clean energy and energy efficiency strategic priorities. China's eleventh Five-Year Plan (2005-2010) sets targets to reduce energy intensity per unit of GDP by 20 percent, as well as reduce emissions for major pollutants such as carbon dioxide and sulfur dioxides by 10 percent.

Why Indonesia? May 23-25 2010



Indonesia's central and provincial governments are focused on meeting energy

demands while raising clean energy and biofuels as strategic priorities. Indonesia's newly-elected administration has set targets to significantly increase energy production.

Who Should Participate?

Qualified U.S. companies that are:

- Competitive in the energy sector
- Committed to a long-term role in Asia
- Already doing business in China and/or Indonesia, or are involved in major project procurement in these countries
- Interested in addressing common obstacles to trade in these markets including transparency, rule of law, financial reform, and intellectual property rights protection



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INTERNATIONAL
TRADE
ADMINISTRATION

CIEDEC Welcomes Secretary of Commerce

On March 24th, the United States Senate confirmed Gary Locke as the nation's 36th Commerce Secretary by unanimous consent. Secretary Locke will be a key member of President Obama's economic team and will be an influential ambassador for American business and industry abroad. Locke is the first Chinese American to serve as Commerce Secretary.

Locke will oversee a department that, under the American Recovery and Rein-

vestment Act, is charged with expanding the country's broadband infrastructure, bringing economic development to communities hardest hit by the recession and putting Americans to work under programs run by the Census, NOAA and the National Institute of Standards and Technology.



To open doors for Wash-

ington State businesses, Locke led 10 productive trade missions to Asia, Mexico and Europe, significantly expanding the sales of Washington products and services. He also opened a Washington State trade office in Germany to advance trade relations with European countries.

CIEDEC works in close connection with the Department of Commerce, Commercial Service and looks forward to a fruitful partnership with Secretary Locke's administration.

Under Secretary for International Trade: Francisco J. Sánchez

Francisco J. Sánchez received a recess appointment from President Obama to serve as Under Secretary for International Trade at the U.S. Department of Commerce on March 27, 2010. Prior to his new duties, he was a senior policy advisor to President Obama during the 2008 campaign, served as the Chairman of the National Hispanic Leadership Council and also provided policy support on issues pertaining to Latin America. He served as the Assistant Secretary for Aviation and International Affairs at the U.S. Department of Transportation during the Clinton administration. Sánchez had previously served in the White House as a Special Assistant to the President and Chief of Staff to the Special Envoy to the Americas, Kenneth MacKay. He began his career in government working as Director of Florida's Caribbean Basin Initiative Program for then-Governor Bob Graham.



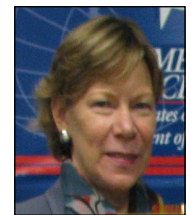
Assistant Secretary Director General: Suresh Kumar



Suresh Kumar recently joined the U.S. and foreign Commercial Service in October 2010 as Secretary Deputy Director General. Prior to Commercial Service, he served as the Special Advisor to the Clinton Foundation, he previously served on the Group Operating Committee at Johnson & Johnson, and as Vice President of Consumer Products for Latin America at Warner Lambert/Pfizer. Mr. Kumar has an Economics degree from Delhi University, an MBA from Bombay University, and is alum of the Thunderbird International Consortium Program.

Deputy Assistant Secretary International Operations: Karen Zens

Karen Zens is a career diplomat with the U.S. Commercial Service of the Department of Commerce. In August 2009, Karen assumed the position of Deputy Assistant Secretary for International Operations at the U.S. Commercial Service in Washington, D.C.. She manages a worldwide network of more than 125 offices located in over 75 countries that provide export assistance to American companies. She is a graduate of Smith College and has a Masters degree in International Affairs from Columbia University.



Deputy Assistant Secretary Domestic Operations: Ro Khanna



Ro Khanna was appointed by President Obama to serve as the Deputy Assistant Secretary for Domestic Operations of the United States and Foreign Commercial Service, International Trade Administration at the United States Department of Commerce. Mr. Khanna is responsible for overseeing the domestic operations of 109 U.S. Export Assistance Centers operating in 48 states. Mr. Khanna will also be involved with planning and executing a number of critical trade missions for the Department. Prior to joining the Department of Commerce, Mr. Khanna was counsel at O'Melveny & Myers where he practiced intellectual property and complex business litigation.



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Upcoming 2010 International Trade Events



17th Annual World Trade Conference - May 5, 2010

“Creating Job Opportunities through
International Business and Foreign Direct Investment”

<http://www.buyusa.gov/inlandempire/385.html>



Clean Energy Mission - May 16-25, 2010

Opens the doors for U.S. firms seeking to enter or expand their presence in these lucrative markets. U.S. Commerce Secretary Gary Locke will lead President Obama’s first cabinet-level trade mission to China and Indonesia.

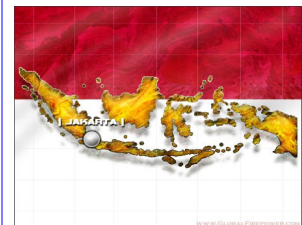
<http://www.buyusa.gov/inlandempire/cleanenergymission.html>



IBA Trade Mission to Indonesia - October 18, 2010

The International Business Association–Global (IBA Global) is organizing a Certified Trade Mission to Indonesia to promote firms offering innovative products, services and technologies and who are interested in positioning themselves for long-term business in the world's third largest democracy with a thriving open economy.

<http://www.ibaglobal.org/news.html>



International DEC Conference - October 24-27, 2010

“Capitalizing on America's Export Advantages: Green and Innovation”

www.deconference.com



SEMA Show - November 2-5, 2010

The SEMA Show is the premier automotive specialty products trade event in the world. It entices the industry’s brightest minds and hottest products to one place, the Las Vegas Convention Center.

<http://www.semashow.com/main/main.aspx?ID=/content/SEMASHOWcom/HomePage>



Cosmetic Trade Mission to India 2010 - November 15-19, 2010

Join the U.S. Department of Commerce organized beauty and cosmetics trade mission to India and grab a share of India’s fast growing cosmetics retail market!

<http://www.buyusa.gov/india/en/cosmeticstm.html>



SAN MANUEL
BAND OF MISSION INDIANS

“San Manuel is one of the largest employers in the Inland Empire, employing more than 3,300 locals, and donates generously to charities each year.”

San Manuel Band of Mission Indians

Celebrating 10th Year Partnership with USDC

In June of 1999, San Manuel signed a Memorandum of Understanding (MOU) with the U.S. Department of Commerce (USDOC), a truly historic agreement. The agreement was the first of its kind between a tribal government and the Commerce Department’s International Trade Administration, and made San Manuel the first tribe in the country to form a partnership, providing office space and support to open an Export Assistance Center on tribal property. Under the MOU, San Manuel and Director Fred Laturerissa of the Inland Empire USEAC agreed to work together to promote international trade for businesses in the Inland Empire.

As former California Congressman George Brown expressed, “this joint venture is

representative of the emerging international economic force that will make San Bernardino an international trade leader in

couraging further international activities and desires to develop an aggressive export assistance function.

San Manuel Native American Tribe Perspective

As we contemplate the erratic treatment of Native Americans in U.S. history, we occasionally (and all-too infrequently) see glimmers of hope such as this new administration.

The challenge of on-going administrations and Congress is to execute on a consistent policy toward tribes which supports self-sufficiency not only from an economic perspective but also from a governance perspective.

The tax code and other provisions of law continue to treat tribes in a bi-polar manner and do not consistently treat tribes as governments. In many cases, treatment of tribes by states is even worse.

The testimony of Dan McLaughlin in 1998 before the Senate Committee on Indian Affairs begins to encapsulate that full and complete understanding of interaction in Indian Country. The actions of the Commerce Department, in particular, by executing the MOU with the San Manuel Band of Mission Indians is to be applauded for its insight, vision, and spirit of cooperation a mission of mutual import to both parties.

California.” Since signing the agreement, San Manuel has remained a business and community leader and continues to recognize the importance of en-

materials vehicle to the city in 2000, followed by another donation of 10 thermal imaging cameras in 2002 to various Inland Empire fire stations.

San Manuel is one of the largest employers in the Inland Empire, employing more than 3,300 locals, and donates generously to charities each year. In an effort to safeguard the people of San Bernardino, the tribe made a \$2 million donation of three fire engines and one hazardous

Brazil: The Gateway to South America

Brazil is the economic engine of South America, presenting great opportunities for U.S. Businesses. The Federal Republic of Brazil is the largest country and economy in South America. One of Brazil’s greatest advantages for U.S. businesses is that the country shares borders with every South American country except for Chile and Ecuador. This allows companies to expand their business to other countries more easily.

With approximately

201 million inhabitants, Brazil enjoys a growing middle class, increasing internal demand for goods and services, and while being affected by the global economic down-

turn, seems to be protected from the dramatic economic downturns experienced by many other countries.

Currently there is a strong global demand for commodities, along with prudent fiscal policies and a burgeoning middle class, helped fuel Brazil’s economic growth.

Promising areas for U.S. exports and investment include: Agricultural Equipment; Agriculture; Aircraft and Parts; Airports; Computer



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Inland Empire Region of Southern California

A fundamental shift has taken place in the world economy. Competition in the international market no longer lies on the assembly line, rather, economic might is increasingly determined by the productivity, application, and utilization of information. The Inland Empire region of southern California is well poised to launch itself into the challenges of the new millennia.

The Inland Empire is defined as San Bernardino and Riverside counties, and a portion of eastern Los Angeles County. The two-county area forms the largest Metropolitan Statistical Area (MSA) in the nation, and ranks as the 14th most populous in the United States with approximately 28,000 square miles. If the Inland Empire

was a state, it would rank 30th largest in terms of population



at 3 million, and 32nd largest in terms of total income at \$52 billion.

The U.S. Department of Commerce, Inland Empire Export Assistance Center, Ontario, CA, supports businesses from Pomona to Palm Springs to Temecula and Barstow. The region supports over 3,000 manufacturers in manufacturing of automotive and related equip-

ment, housing, recreational vehicles, medical devices, and wastewater treatment. The region is among the nation's best suited areas for international trade. The excellent locale and distribution infrastructure facilitates the process of bringing goods into and out of the area.

With a dollar value increase in exports of \$767 million from 1993 to 1998, the area has an astounding 70.2% growth rate. Ranked in terms of export dollar increases, the region stands 51st in the nation, placing the IE in the top 20% of the fastest growing US metropolitan centers. At \$680 billion in total export sales for 1998, the region ranked 59th in the nation.



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**“For more
information on
how to apply for
the “E” Award,
visit**

**[www.buyusa.gov/
inlandempire/
news.html](http://www.buyusa.gov/inlandempire/news.html)”**

President's “E” Award

The President's "E" Award was created by Executive Order of the President on December 5, 1961, to afford suitable recognition to persons, firms, or organizations which contribute significantly in the effort to increase United States exports.

The President's "E Star" Award, which was authorized by the Secretary of Commerce on August 4, 1969, affords continuing recognition of noteworthy export promotion efforts.

During World War II, more than 4,000 "E Pennants" were presented to war plants in recognition of production excellence. The fa-

mous flag with the big "E" emblazoned on it became a badge of patriotism in action.

President Kennedy revived the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. Thus, the "E" Award Program was established by Executive Order 10978 on December 5, 1961. The "E Star" was authorized in 1969 to recognize "E" Award winners for continued efforts in export expansion.

Winners of the "E" and "E Star" Award are authorized to fly the

blue and white banner, to display the accompanying certificate of commendation which is signed by the Secretary of Commerce in the name and by the authority of the President, to wear and issue to employees an "E" lapel pin, and to refer to the award in their advertising.





2010 International District Export Council Conference

The annual International DEC Conference, entitled "Capitalizing on America's Export Advantages: Green and Innovation" will be held from October 24 to 27, 2010 at the Renaissance Center Marriot. This year's conference, the largest international business conference in North America, will feature more than 400 attendees and provide unique opportunities to meet with world-leading innovators, business and industry leaders, and high-level government officials who will dispense critical knowledge on emerging technologies and markets.

At the 2010 International DEC Conference will be industry and country specialists representing the Defense Advanced Research Projects

Agency (DARPA), Export-Import Bank, Ford Motor Company, Google, Wal-Mart, the U.S. Department of Commerce, and many



Detroit, Michigan October 24-27, 2010

others. Also in attendance will be key speakers including Dr. Ed Catmull, President of Pixar and Walt Disney Animation Studios, and Suresh Kumar, Assistant Secretary for Trade Promotion and

Director General of the U.S. and Foreign Commercial Service at the U.S. Department of Commerce.

During the conference proceedings, in order to promote further learning, will be business field trips including a trip to Canada to meet with Canadian customs officials, the Ford Rouge Factory Tour to learn of the importance of alternative energy to Ford, and a reception at the Henry Ford Museum.

For more information and to register for the 2010 International DEC conference, please visit www.deconference.com. For general inquiries, please contact 2010deconference@trade.gov.

The Invest in America Initiative will focus on:

- Outreach to Foreign Governments and Investor
- Outreach to State and Local Governments
- Addressing Business Climate Concerns

U.S. COMMERCIAL SERVICE TRADE WINDS FORUM—THE AMERICAS BUSINESS DEVELOPMENT CONFERENCE AND OFFICIAL U.S. DEPARTMENT OF COMMERCE TRADE MISSION SÃO PAULO, BRAZIL | APRIL 25-30, 2010



The Americas is one of the most lucrative regions in the world for U.S. companies. The countries in North America, Central America, and South America purchased more than \$525 billion worth of U.S. merchandise in 2008. The *Trade Winds Forum-The Americas* is a business development conference and official U.S. Commercial Service trade mission. If you are looking to tap into new markets, the forum would be a great way to introduce your business to this thriving market. Brazil will be hosting this year's forum as it is a leading U.S. trade partner and the economic force of South America.

As an official U.S. Department of Commerce multi-sector

trade mission, *Trade Winds* offer participants a unique venue for connecting to business opportunities across the Americas. Expectations of the *Trade Winds Forum* consist of the Following:

- Take part in a focused dialogue on business issues in the NAFTA, CAFTA-DR, Andean, and Mercosur common markets
- Meet one-on-one with U.S. Commercial Service (CS) Senior Commercial Officers from the U.S. Embassies and Consulates of 18 markets in the Western Hemisphere for guidance on trade leads and market entry strategies
- Schedule customized business-to-business appointments with pre-screened companies in Brazil

Rio de Janeiro is hosting alternative Trade Winds program as the *Trade Winds Forum-The Americas* has reached full capacity. The alternative programs focus for companies in the following industries:

- Architecture/Construction/Engineering (ACE)
- Transportation
- Safety/Security
- Information Communication Technology
- Hotel/Restaurant
- Sporting Goods

Green Industries Trade Mission to Europe 2010

Made possible through FedEx and the U.S. Commercial Service

Save the date! April 11-16, 2010

The U.S. Commercial Service and FedEx are working together on a Green Industries Trade Mission to Europe. The Trade Mission to Europe is scheduled for April 11-16, 2010. The main object of the Trade mission is to help U.S. businesses to expand internationally in this booming market.

This mission is designed to help U.S. companies evaluate the business climate in Europe, understand market entry strategies, and identify potential business partners. Participants will attend plenary sessions of key topics for doing business in Europe. The mission includes traveling arrangements to two of the five participating countries for two days of the country-specific activities. These activities may include meetings with key business contacts, government officials, trade specialists and U.S. executives already successfully operating in the country, as well as private



one-on-one meetings with potential business partners arranged for you by the U.S. Commercial Service.

The industries of focus include: Air Conditioning/Refrigeration Eq., Building Products, Coal, Electrical Power Systems, Environmental Technologies, General Industrial Eq./Supplies, General Science & Technology, Laboratory Scientific Instruments, Process Controls - Industrial, Water Resources Eq./Services

The mission's inaugural session is scheduled to begin in Paris, with opening remarks by industry and government leaders, followed by plenary sessions on key topics essential for doing business in Europe. The countries include: France, Germany, Italy, Nordics, and United Kingdom

New Market of the Month—Indonesia

Continued from page 5

quality American agricultural commodities all retain their market edge even with premium prices. The demand for U.S. franchises continues to boom due to Indonesian population demand. The growing markets include: renovation and construction of regional and municipal infrastructure, military upgrading, safety and security systems and protection of sea-borne traffic.

Clearly, Indonesia deserves being the Market of the

month as President Obama will personally visit this lucrative market. While there, he has the opportunity

to unabashedly embrace Asia's democratic movement and establish a new strategic relationship with key Asian states. Following the President's visit, the U.S. Commerce Secretary, Gary Locke will personally lead President Obama's first cabinet-level trade mission to Indonesia. The trade mission to Indonesia is a great opportunity for U.S. companies who are competitive in the energy sector. These are just few important aspects why Indonesia is the New Market of the Month.





Approaching U.S. Export Controls

The Four Questions that Need Answers

For U.S. exporters of nearly any stage of experience, complying with U.S. export controls for commercial products or technology has never been easy. Better, however, to undergo the legally required due diligence beforehand than discover that a past shipment was (or, worse still, multiple past shipments were) impermissibly exported from the United States. What follows below is a brief primer on reviewing potential exports to determine whether those exports meet U.S. legal requirements.

A helpful starting point for approaching U.S. export controls for commercial items is to break up the potential export transaction into segments for consideration. The following four inquiries (What, Where, Who, and Why) capture this approach.

WHAT: Some U.S. export controls apply to specific types of products and technologies. It is very important that a commercial product or technol-

ogy be correctly classified and assigned the proper Export Control Classification Number (ECCN) prior to export.

WHERE: Some U.S. export controls apply to transactions involving persons in specific countries. These controls may impose an export license requirement or may prohibit the transaction altogether. The U.S. maintains complete or nearly complete embargoes on trade with Cuba, Syria, Sudan, Iran, and North Korea.

WHO: U.S. persons are prohibited from doing business with persons who have been placed on denied or prohibited party lists maintained by the U.S. Government. Parties to an export transaction must be screened against these lists prior to the transaction.

WHY: Certain U.S. export controls apply to par-

ticular end uses to which the product or technology will be applied overseas. It must be determined why the product or technology is being sought, e.g., what is the end usage of the product or technology. Certain end usages, such as those related to weapons of mass destruction, either require U.S. export licenses or are outright prohibited.

Asking these questions is only the beginning but, nevertheless, it is a good beginning. A helpful resource is the website for the Bureau of Industry and Security in the U.S. Department of Commerce www.bis.doc.gov
Greg Brittain, Attorney, is a member of the California Inland Empire District Export Council. The opinions expressed are solely his own.



Top U.S. Commercial Service's Exporting Tips

- Dedicate top-level management and develop a clear export strategy.
- Identify potential markets and conduct research and a risk/reward assessment.
- Make sure your product is export ready. (Standards, compliance regulations, labeling, licensing, etc).
- Seek professional help from the U.S. Commercial Service, District Export Council, bankers, International legal firms, or freight forwarders.
- Identify sources of finance before beginning negotiations, trade financing is crucial to success overseas.
- Create payment terms and conditions that meet the market's standards.
- Design your companies website to be attractive and responsive to foreign buyers.
- Take advantage of the U.S. Government export promotion services—everything from export counseling, financing and market research to advocating for your products in overseas markets. (They are affordable and effective regardless of the size of the company).





Business Mission to Indonesia

The International Business Association (IBA Global) is establishing a multi-sector Business Mission to Indonesia. This country has captured the eye of different business sectors for its lucrative business market as it is the world's third largest democracy. With growth and stability becoming the benchmarks to market opportunities and Indonesia's steady and sharp progress, American firms can look to the most populous market in Southeast Asia as a key part of expanding exports and participating in the growth of Asia as a key to successful American firms.

This Business Mission to

Indonesia is being organized for the purpose to promote firms that offer innovative products, services, and technologies. The mission proposes to include agenda items such as one-on-one business matchmaking appointments with prospective agents, distributors, and end-users; updates on major projects; Embassy briefings on doing business in Indonesia; networking receptions; and other items tailored to the attending company's interests.

IBA Global's Business Mission to Indonesia is currently scheduled for June 18th -29th 2010. The agenda for the Business Mission will be finalized after final selection of

attending companies to insure the facilitation of both the selected companies and the Indonesian's mutual interests and expectations. All parties are interested in participating in the Business Mission to Indonesia must complete and submit an application package for consideration by IBA Global. All the applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria. To obtain application please visit: <http://www.ibaglobal.org/news.html>



Brazil: The Gateway to South America

Continued from page 8

Software, E-Commerce, Highways, Insurance; Iron and Steel, IT Hardware, Medical Equipment, Mining, Oil and Gas, Pharmaceuticals, Pollution Equipment, Ports, Railroads, Safety & Equipment, Telecommunications & Tourism.

Brazil is open to and encourages foreign investment. Brazil is the largest foreign direct



investment (FDI) recipient in Latin America, according to a recent United Nations report. Brazil attracted an estimated USD 42 billion in 2008 (The Brazilian Central Bank reports a slightly higher figure of USD 45 billion). The United States is the number one foreign investor in Brazil. FDI is prevalent across Brazil's economy, although certain sectors, notably media and communications, aviation, transportation and mining, are subject to foreign ownership limitations.

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Fred Latuperissa, Director/Supervisory International Trade Specialist: Ontario, California Member, US Civilian Response Corps

As Director of the U.S. Commercial Service office in Ontario, California, Fred Latuperissa brings a wealth of experience in international trade and with the U.S. Commercial Service. Latuperissa covers the following industries: Aircraft/ Aircraft Parts, Aviation Services, Defense Industry Eq., Electrical Power Systems, Education/Training Services, Ferrous & Non-Ferrous Metals (Scrap), Mining Industry Eq., Oil/Gas/Mineral Prod/Explore Services/ Machinery, Renewable Energy Eq., Safety & Security Equipment, Sporting Goods & Recreational Equipment.

Tony Michalski, Senior International Trade Specialist

Working out of the US Commercial Service office in Ontario, California, Michalski covers the following industries: Agriculture, Cosmetics & Personal Care, Drugs & Pharmaceuticals, Food Processing & Packaging Equipment, Healthcare Technologies, Processed Foods, several Service industries, Travel & Tourism, and Veterinary & Pet products. Tony Michalski is currently putting together a Cosmetics Trade Mission to India, November 15-19, 2010.

Erica Ramirez, Senior International Trade Specialist

As a Senior International Trade Specialist at the U.S. Commercial Service office in Ontario, California, Erica Ramirez brings ten years of work with the U.S. Commercial Service. Ramirez covers the following industries: Environmental, Electronics, Computer Software and Peripherals, Telecommunication Equipment, Sporting Goods & Recreational Equipment, Audio, Video, Film, and Entertainment, Giftware, Hotel & Restaurant Equipment, Apparel, and Consumer Goods.

Eduard Roytberg, Senior International Trade Specialist National Team Leader—Automotive

Eduard Roytberg currently serves as Senior International Trade Specialist at the U.S. Department of Commerce's Inland Empire U.S. Export Assistance Center in Ontario, California. Eduard is specifically focused on addressing the export assistance needs of the automotive and transportation companies.

Cynthia Torres, Senior International Trade Specialist: Coachella Valley, California National Team Leader—Renewable Energy

Cynthia Torres currently serves as Director at the U.S. Department of Commerce's Cabazon U.S. Export Assistance Center in Indio, California. Her industries of focus are Renewable Energy Equipment and Building Products. She has in-depth industry knowledge in clean and renewable energy sources such as Wind, Solar, Biomass, and Geothermal as well as CNG, Biodiesel, and Hydrogen alternative fuels.

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- Implementing and Executing on Opportunities

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