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World Trade Week 1993 Edition

THE MAGAZINE OF INTERNATIONAL TRADE





THE SECRETARY OF COMMERCE

Washington, D.C. 20230

World Trade Week 1993 is observed at a time when international events and domestic concerns are inseparable. Dramatic political and economic changes in key parts of the world have opened up unprecedented growth opportunities for U.S. businesses. This year's theme, "Showcasing American Quality," highlights the Commerce Department's commitment to the promotion of quality American-made products in the global marketplace.

The Commerce Department plays a pivotal role in promoting sustained export growth by backing U.S. company efforts to sell their products in foreign markets. Our commercial officers, based in 68 U.S. cities and 66 countries, provide American businesses with export promotion and information on foreign markets. Trade specialists can help an Ohio refrigerator manufacturer learn about regulations in Argentina, or provide details about market growth and consumer demand along the Pacific Rim. Our Trade Information Center is a one-stop facility for American businesses seeking information on foreign markets and the multitude of federal programs and services available to exporters.

As the new Secretary of Commerce, I am prepared to personally support U.S. companies attempting to do business in foreign countries. I chair the Trade Promotion Coordinating Committee, an organization of 19 government agencies, that will undertake a dramatic streamlining of our export services to further ease the burden of the exporting process on U.S. companies.

President Clinton and I believe in a trade policy focused on expanded trade, access to foreign markets, and vigorously addressing unfair trade practices. Here at home, these efforts will be enhanced by the successful conclusion of multilateral trade agreements such as GATT and NAFTA, which will also expand opportunities for our small- and medium-sized businesses—the creators of more than 80 percent of U.S. jobs.

We in government want to forge a new partnership with the private sector to strengthen America's industrial and technological leadership. The President has also directed me to lead an interagency effort with the Department of Energy and the Environmental Protection Agency to improve U.S. competitiveness and increase exports of American environmental technologies. Together we will help U.S. businesses increase exports, and carry America's leadership role into the 21st century.

World Trade Week is an occasion to emphasize the opportunities and rewards that await U.S. business in the global marketplace.

Ronald H. Brown



BUSINESS AMERICA

THE MAGAZINE OF INTERNATIONAL TRADE

See Back Cover
For Order Form

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U.S. DEPARTMENT OF COMMERCE International Trade Administration

Ronald H. Brown
Secretary of Commerce

Timothy J. Hauser
Acting Under Secretary
For International Trade

Patricia Woodward
Acting Director,
Office of Public Affairs, ITA

Douglas F. Carroll
Editor

William Scouton
Cynthia Belechak-Becraft
Writers

Richard White
Graphics Coordinator

Keith D. Williams
Printing Specialist

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Business America is the official U.S. government trade magazine, and the oldest U.S. government periodical (in continuous publication since October 1880). Each issue provides export tips and timely export information. See inside back cover for subscription information.

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Five Steps to Export Success

To the beginning exporter, international marketing may seem complicated, difficult, and arcane. How do we make exporting vivid and meaningful?

Business America believes the solution is to put a human face on the process by telling the stories of seasoned exporters, with whom beginners can identify.

Knowing the power of example, *Business America* regularly interviews successful exporters in a feature, "Exporting Pays Off." We inform readers about the techniques of companies that win the President's "E" Award for excellence in exporting in another feature, "Honor Roll of Exporters," along with the strategy of companies that win other export awards. Elsewhere in the magazine, too, we publish stories about firms that distinguish themselves in international marketing. Our purpose is to encourage and instruct beginning exporters, as well as firms that have not developed their full export potential.

These case studies show that certain strategies invariably are a part of the export campaigns of successful world traders. These techniques are incorporated in the following five basic steps that will help a firm launch its export venture in a smooth and orderly way.

The five steps are illustrated by actual stories and experiences of successful exporters as told in the past year in *Business America*. We believe that real examples and the actual words of business people bring the instructions to life.

We select our export success stories, not because we endorse any particular firm or its business plan and activities, but because we believe their experiences will instruct other companies to improve their export performance.

Nor do we endorse the business plan and activities of the export trading companies and export trading organizations we describe. We cite specific firms only to illustrate the wide variety of assistance that is available to exporters.

Step 1: Assess Your Export Potential

Since exporting requires an extension of a firm's resources, it is important you first assess your export potential. This assessment should include a look at industry trends, the firm's domestic position in the industry, the effects exporting may have on present operations, the status of resources, and the anticipated export potential of the product.

• A key question you should ask yourself in assessing the export potential of your firm is whether it has a secure base of operations in this country, says L.

Johan Hedberg, Director for International Marketing for **Aromance of Dallas, Tex.** "You should not get into international marketing unless your firm is settled and comfortable in the United States," he said. Aromance, a small manufacturer of home-fragrance prospects, decided it was in sound shape domestically and started an export campaign last year. It hopes to sell between 10 and 20 percent of its products overseas this year.

• **Kane Manufacturing Co., Inc. of Des Moines, Ia.**, tested the export potential of its pig feeders by advertising in the U.S. Department of Commerce's catalog-magazine, *Commercial News USA*, as well as in a private-sector magazine, *Pig International*. The firm knew it had a winner when it received numerous replies to the ads.

• How does a manufacturer of specialized scientific instruments find out about the export demand for its products? **Neuro Scan, Inc., of Herndon, Va.**, which makes brain research equipment, sent executives to mingle with attendees at international scientific conferences, such as the conference of the European Society of Neuroscience in Munich, Germany. The technique is working, because Neuro Scan now exports nearly half of its equipment.

• **Firenze Designs, Inc. of Santa Barbara, Calif.**, assessed the demand for its leather jackets and dresses by attending trade shows in Japan, as well as a large international apparel show (MAGIC) in Las Vegas, Nev. The firm's booth at Las Vegas was swarmed by Japanese buyers; in all, visitors placed orders of more than \$500,000—five times the firm's sales projections for its first year. The interest shown at MAGIC encouraged the firm to proceed with plans to market in Japan and Canada, according to Boyd B. Lewis of **B.B. Lewis and Company of Washington, D.C.**, the international marketing firm which handles the Firenze account.

Step 2: Get Export Counseling

Once a company has assessed its export potential and made a firm decision to commit time and resources, the next step is to get expert counseling and assistance immediately.

Firms that are entirely new to exporting should call the U.S. government's Trade Information Center, toll-free, on 1-800-USA-TRADE (1-800-872-8723); see page 32 for an article on the Trade Information Center.

Firms further along in the exporting process should contact the nearest district office of the Commerce Department's International Trade Administration; see page 40 for a list of the district offices. Also, see pages

24-28 for a list of ITA's country and industry specialists, who are available for counseling.

State governments are another prime source of export assistance. See pages 30-31 for a list of the state government offices that promote international trade.

Many other groups, both in government and the private sector, stand ready to lend experienced, expert guidance to companies that are starting export businesses. Industry trade associations are useful, as are private consulting firms, and the business departments within major universities. See the information on U.S. government export services in this magazine; see the box on private sector organizations that provide export assistance on page 5.

- **Products Finishing Corporation of Brooklyn, N.Y.**, went to the U.S. Department of Commerce for pointers on how to expand the overseas sales of its luggage carriers and carts. The Department's International Trade Administration district office in New York City set up appointments with overseas customers, furnished lists of foreign retailers, and provided insights into cultural differences, foreign currency, and the domestic political situations in many countries.

- In south-central Pennsylvania, 25 companies receive continuous export counseling from the **Export Development Program of the Kutztown University Small Business Development Center in Harrisburg, Pa.** Each month, the Center also works actively with six one-time clients. The facility has an Automated Export Identifier System, which helps local companies find prospective overseas customers; it provides trade leads to 350 companies.

- **Rockland Mills Division, Rockland Industries, Inc., of Baltimore, Md.**, started reaching out internationally in the early 1980s to increase sales of its curtain and drapery linings. It prepared itself by attending specialized training seminars offered by the Maryland Department of Commerce International Division.

- **Bradley University, International Trade Center, in Peoria, Ill.**, works with small- and medium-sized companies "teaching" them how to export. Through the use of the CORE (Company Readiness to Export) software developed at Bradley University, and used by the U.S. Department of Commerce nationwide, the Center determines companies' export readiness. The Center is part of a nationwide network of Small Business Development Centers (SBDCs), which were authorized by Congress in 1980 to provide management and technical assistance to the nation's small businesses; they are funded jointly by the federal government, through the Small Business Administration, and public and private agencies at the state and local level.

See Step 5, below, for examples of firms that have elected to hire export specialists to do their exporting for them.

Step 3: Select Markets

After a firm has received expert counseling, it must select one or two "ideal" markets from the hundreds available. Language and cultural differences, special trade regulations, local competition and economic conditions, and other vital factors must be evaluated to maximize success abroad.

The district offices of the Commerce Department's International Trade Administration are an excellent place to begin. The Department offers a wide range of market research programs. In addition, it maintains a global network of U.S. and Foreign Commercial Service Officers and other international trade specialists who conduct overseas market research and gather commercial data of broad interest to U.S. exporters. The Department's industry specialists in Washington can provide U.S. firms with a unique industry-oriented perspective on the best prospective markets for their products. The Commerce Department also offers a variety of trade promotion programs that help new exporters test foreign markets and evaluate their export potential within a specific geographical area. Other sources that are helpful to firms include export councils of industry trade associations, the business departments of universities, consulting firms, and market research groups.

- From the time of its formation in 1978, **Hallmark Sales Corporation of Houston, Tex.**, a wholesale exporter of industrial equipment and supplies, aimed at Latin America. It hired employees fluent in Spanish who keep in direct contact with customers; Hallmark also set up offices in Mexico and Argentina.

- To find markets, **Modular Mining Systems, Inc. of Tucson, Ariz.**, which manufactures mine management and control systems, analyzes prospective mines around the world to determine which might be candidates for its technologies. It then contacts the most promising ones to schedule meetings and on-site presentations.

- **Crystal International Corporation of New Orleans, La.**, the export subsidiary of Baumer Foods, Inc., began a program to strengthen exports of Baumer hot sauces, jams, jellies, and other condiments in 1989. A new management team decided to diversify the product line and develop new markets in additional geographical areas. Noting that "Crystal" hot sauce was popular in the Middle East, the firm made strong efforts there; it now exports the greatest volume of its products to the Middle East.

- **Gamble Brothers of Louisville, Ky.**, chose the United Kingdom as a tryout market for its wood kitchen cabinet component parts. The 500-employee firm obtained a U.K. agent who found there was a demand for such American equipment. From that point, sales blossomed in Ireland, Spain, the Benelux countries, and Greece.

Step 4: Formulate an Export Strategy

The formulation of an export strategy is the next step.

In general, a successful export marketing strategy identifies and correlates at least four factors that jointly determine the most suitable kind of export operation: (1) the firm's export objectives, both immediate and long range; (2) specific tactics the firm will use; (3) scheduling of activities, deadlines, etc., that reflect chosen objectives and tactics; and (4) allocation of resources among scheduled activities.

The marketing plan and schedule of activities should cover a two-to-five-year period, depending on the kind of product exported, the strength of the competitors, conditions in the target markets, and other factors.

- The 19-employee **SIT String Corp. of Akron, Ohio**, emphasizes the high quality of its guitar strings and seeks to develop a reputation for reliability. Robert C. Hird, Vice President, said, "We keep trying to develop better sounding strings. Secondly, foreign customers, in particular, want to know a U.S. supplier is dependable and solid and has some longevity. It takes a while to develop this kind of reputation, but we think we are doing it, because our exports are growing." SIT sells 40 percent of its products overseas—in 36 countries—and Hird says, "We are just getting started!"

- A similar export strategy is used by **Purafil Inc. of Atlanta, Ga.**, to show that its air purification equipment is technologically superior. "To get the leading edge, American companies need to offer something that is technologically ahead of the others," says William Weiller, President and CEO. "We find that technology is the key ingredient in differentiating our product offering." For this reason, Purafil emphasizes quality and R&D. To get the word out, it takes part in scientific forums around the world and publishes technical articles in international trade/scientific journals.

- **Second Chance Body Armor, Inc., of Central Lake, Mich.**, has learned how to sell a specialized product—bullet-resistant vests—to foreign countries. The 45-employee firm's strategy is to find native experts in police and military work who help them secure contracts with official agencies in their countries.

- Until 1989, **Metrologic Instruments of Blackwood, N.J.**, had paid little attention to small countries and small customers. In that year, it made a strategic decision to concentrate on small opportunities and establish relationships with many new dealers and resellers. The refocusing was successful: within two years, Metrologic had added 70 new foreign customers; it was selling in 24 countries where it had not operated previously, and its international sales had increased 25 percent.

Step 5: Select a Selling Technique

After investigating and selecting foreign markets for your products, the fifth step in an export venture is to select a selling technique. There are two basic selling techniques in exporting: indirect and direct selling. The decision to market products directly, or alternatively, to utilize the services of an intermediary, should be made on the basis of several important factors: the size of the firm, the nature of its products, previous export experience and expertise, and business conditions in the selected overseas markets.

In direct selling, the U.S. firm deals with foreign importers and is usually responsible for shipping the products overseas. However, direct selling may include utilizing the services of foreign sales representatives or agents. In selecting the method, the product involved and the way it is marketed in the United States will provide a clue as to how it might be marketed internationally. The customary business methods and established channels of communication in targeted countries are other factors to consider.

Some of the available methods of direct selling are *sales representatives or agents*, the equivalent of a U.S. manufacturer's representative; *distributors*, who purchase merchandise from a U.S. manufacturer at the greatest possible discount and resell it at a profit; *dealing with foreign retailers*, relying mainly on traveling sales representatives who directly contact the foreign retailer; *direct sales to end-users*; and *state-controlled trading companies* in countries that have state trading monopolies, and where business is conducted by a few government-sanctioned and controlled trading entities.

In the indirect selling method, the U.S. firm with a product to export relies on another firm that acts as a sales intermediary and normally will assume responsibility for marketing and shipping the products overseas. An advantage to indirect marketing is that it gives a smaller firm with little export expertise a way to penetrate foreign markets without getting directly involved in the complexities of exporting.

There are several distinct types of intermediary firms, each with its own advantage for the manufacturer: *commission agents*, who are "finders" for foreign firms that want to purchase U.S. products; *country-controlled buying agents*, which are foreign government agencies or quasi-government firms empowered to locate and purchase desired goods; *export management companies*, which act as the export department for manufacturers of non-competitive products; and *export trading companies*, which purchase U.S. goods for resale in foreign markets.

- A key ingredient in the exporting success of **SAS Institute Inc. of Cary, N.C.**, is its policy of establishing wholly-owned foreign subsidiaries; it maintains a network of subsidiaries in Canada, Europe, and the Asia/Pacific region. The strategy allows SAS

to adapt its products to particular markets very effectively, because the subsidiaries are staffed almost exclusively with nationals who have a natural understanding of the local culture and business practices.

● **H.F. Henderson Industries of West Caldwell, N.J.**, chooses to sell its automatic weighing systems directly to foreign customers rather than through overseas agents or distributors. For that reason, the firm emphasizes travel and a willingness to adapt to language and cultural differences. Henry F. Henderson, Jr., President and CEO, has made seven trips to China, where he has socialized with the Chinese and learned their ways of doing business. He has also traveled to Australia, South Korea, Hong Kong, France, Russia, Switzerland, Austria, Hungary, Italy, Finland, Costa Rica and Brazil, among other countries.

● **The Ohmart Corporation of Cincinnati, Ohio**, took the opposite tack of building a strong organization of international sales representatives. The 130-

employee manufacturer of industrial process measurement and control systems has chosen, as its representatives, experienced engineers capable of presenting technical data to customers' technical staffs. Ohmart's exports have been growing at a compound annual rate of more than 20 percent in the past five years.

● As a practical matter, the best way for some companies to break into international marketing is to hire specialists to do it for them. **W.R. MEADOWS of Elgin, Ill.**, for example, imposed a limitation on itself for 65 years by not aggressively going after sales to the 95 percent of the world's population outside the United States. The family-run firm, which makes construction products for concrete and asphalt highway and building applications, corrected that problem last year by associating itself with the **Jim Walter International Sales Corporation** of Tampa, Fla. Results showed up immediately. In the first year, MEADOWS' sales to Latin America and the Far East expanded 300 percent.

U.S. Firms Can Get Export Help From Many Private Sector Groups

U.S. firms can get a lot of export advice and assistance from a private sector network. Much of the assistance is free or available at nominal cost.

AT&T and several multinational corporations operate "The Export Hotline," a fax information retrieval system designed to help U.S. companies learn about worldwide markets. The database contains up-to-date information on 50 key industries in 78 countries; it can be accessed from anywhere in the United States 24 hours a day. Companies can find out how to use the service by calling 1-800-USA-XPORT (1-800-872-9767), toll-free. The only expense for users is the cost of the fax calls. The AT&T hotline complements the U.S. Department of Commerce's Trade Information Center (1-800-USA-TRADE), which offers one-on-one attention.

Several private sector organizations that focus on export and trade issues:

● American Association of Exporters and Importers, 11 W. 42nd St., 30th Floor, New York, N.Y. 10036; tel. (212) 944-2230.

● Export Managers Association of California, 110 E. 9th St., Suite A669, Los Angeles, Calif. 90079; tel. (213) 892-1388.

● Federation of International Trade Associations, 1851 Alexander Bell Drive, Reston, Va. 22091; tel. (703) 391-6108.

● International Trade Facilitation Council, 1800 Diagonal Rd., Suite 220, Alexandria, Va. 22314; tel. (703) 519-0661.

● National Customs Brokers and Forwarders Association of America, One World Trade Center, Suite 1153, New York, N.Y. 10048; tel. (212) 432-0050.

● Small Business Foundation, 1155 Fifteenth St., NW., Suite 710, Washington, D.C. 20005; tel. 1-800-243-7232 (in Washington, D.C., call 202-223-1103). The foundation provides counseling about the export process, trade leads, agents, and marketing information. Counseling on country and market information and reference to public and private assistance programs can be obtained.

● U.S. Council for International Business, 1212 Avenue of the Americas, New York, N.Y. 10036; tel. (212) 354-4480.

● World Trade Centers Association, One World Trade Center, Suite 7701, New York, N.Y. 10048; tel. 1-800-937-8886 for the association's fax retrieval system, which will provide information on how to subscribe to the World Trade Centers Association network system. The system enables customers to access trade information and export leads on their personal computers.

Practical Tips on How to Succeed in Exporting

A company can learn how to tackle export markets from those who have succeeded in doing it. That is the premise of "Exporting Pays Off," a feature of Business America for the past five years. Our interviews with dozens of executives of small- and medium-size companies have revealed many secrets of their exporting success. We also have drawn from another Business America feature, "Honor Roll of U.S. Exporters," which lists firms that have won the President's "E" Award for excellence in exporting and similar awards. The following tips may help exporters.

- **Make sure you understand export financing.** "The first key to successful exporting is to make sure you get the money," says Richard L. Winter, an owner and Vice President of Marketing for **Schummel Novelty Products, Inc., of Englewood, Colo.** "In international financing, you must be careful to prepare your letters of credit in the proper way," said Winter, whose firm makes a "Kid's Coloring Cloth." "Once you do so, there is hardly any risk—when they are improperly prepared, you hear horror stories. I have a background in law and accounting and am pretty good about checking letters of credit. Even so, I have the President of our freight forwarding company go over them and also a banker. We are very careful and everything works nicely."

- **Offer high-quality products and services to beat**

the competition. **Hutchinson Technology, Inc. of Hutchinson, Minn.,** has set a goal of delivering the "highest quality products and service to meet or exceed our customers' requirements." The firm, which makes computer components and medical components, uses a "Service Plus" program to systematize employee and customer feedback and measure customer satisfaction; Hutchinson reports its surveys show a rating of 82 percent in the areas of quality, frequency of contact, delivery, and price. The firm maintains a quality control lab in Asia to measure and test returned parts from Asian customers "on the spot."

- **Underbid the competition.** The 21-employee **Omaha Processing Equipment Company (OPEC) of Omaha, Neb.,** has found many overseas business opportunities because it can underbid competitors and multiply the capacity of foreign food-processing plants. The firm refurbishes equipment from U.S. food-processing plants that have closed or converted to new equipment. Near Durban, South Africa, OPEC is helping renovate a meat-processing plant, currently capable of handling 50 cows per day. When OPEC completes its installation, the plant will be able to process 500 cows per day. John Long, Vice President of the Omaha Processing Equipment Company, estimates the cost to the South African company will be only one-third of what it had expected.

U.S. Firms Succeed in Selling to Japan

Many U.S. companies have cracked the so-called "difficult" Japanese market and like doing business with the Japanese.

- **Parking Solutions of Redondo Beach, Calif.,** a small family manufacturer, overcame competition from 17 Japanese manufacturers in selling its automobile parking lifts to Tech Corporation of Hiroshima. Kenneth Handman, President of Parking Solutions, described the parking lifts of Japanese manufacturers as "over-engineered and overpriced." The Japanese like the American lifts because they are simply designed, easy to operate, and less costly.

- **Redcom Laboratories, Inc., of Victor, N.Y.,** faces difficulties in selling its telecommunications systems in Japan, as well as in other foreign locations, because international telecom markets are usually government-controlled—their specifications and acceptance criteria favor local products. However, Redcom has been persistent in overcoming these hurdles. For example, the difficult-to-crack Nippon Telegraph and Telephone Corporation is now a good customer.

- **H. Shenson International, Inc., of San Francisco** targeted the Far East when it began an export campaign in 1981 to sell its processed meat and California wines. Now Japan is one of its best customers. Shenson has an office in Japan and has appointed regional wholesalers throughout the country to represent its products. The firm has managed to overcome such obstacles as Japanese import quotas for beef.

- **Kryptonite Corporation of Canton, Mass.,** got a boost in the Japanese market when it was awarded the Japanese Industrial Design and Promotion Organization's award for outstanding design and function of a bicycle lock.

- *Increase employee awareness of the importance and needs of international customers.* **Aro Fluid Products Division, Ingersoll-Rand of Bryan, Ohio.** established a comprehensive training program to educate its 900 employees in the United States about international sales opportunities, the cultures of customers in other countries, and the need to be responsive to these customers. Aro designates July and August as "International Awareness Months" during which it seeks to give each employee information on why overseas business is important, how the division can improve its global competitiveness, and what each person can do to improve the division's ability to serve international markets. As part of its continuing program, Aro conducts forums when business executives from other countries visit the U.S. plants; all employees are invited to attend and to participate in question-and-answer sessions.

- *Fax replies to foreign inquiries on the day received*—**Pure Water, Inc., of Lincoln, Neb.,** impresses foreign customers with its "immediate response" to inquiries. "The fax has become a major means of communicating with our foreign customers," says Susan Portsche, sales manager for the 60-employee manufacturer of water purification systems. "We fax our reply to an inquiry on the very day it is received."

- *Send trial orders to foreign customers.* **Rich Lumber Co., Inc., of Beardstown, Ill.,** learned, while participating in a trade show in the United Kingdom, that an English firm was displeased with kitchen cabinet doors it was receiving from other suppliers. Rich Lumber Co. shipped a trial container of doors, which were quality-tested for six months: the result: a \$2.5 million order. The firm has also sent trial orders to Japan, Germany, and other countries.

- *Get a commitment to exporting from top management.* "Someone at the top of your firm has to make the decision to give a priority to exporting," says Ronald Wright, President of **Neuro Scan, Inc. of Herndon, Va.** The Executive Vice President and CEO of **International Paper Box Machine Company of Nashua, N.H.,** is personally involved in every export sale, cited by company officials as a factor in the 90 percent worldwide market share of the firm's "LIF" flame sealers for liquid packaging.

- *Adapt your product to foreign tastes.* The **Stinson Seafood Company of Prospect Harbor, Maine,** believes an important reason for a jump in exports is that it prepares specialty lines of sardines with distinctive sauces that its competitors don't use: Louisiana hot sauce, green chilies, spicy tomato, and mustard. Stinson Seafood finds that such sauces heighten the appeal of its sardines in various regions around the world.

- *Make a commonsense appraisal of who needs your products.* Fred Friar, President of the **Friar**

Chemical Company of Lavalette, W.Va., which manufactures chemicals to prevent corrosion in industrial water-treatment facilities and airconditioning systems and steam boilers, visited the Caribbean and made a commonsense appraisal of the market: "I could see they had oil refineries, sugar mills, and a large tourist trade—all industries that have water-treatment facilities." The firm now sells its products in several Caribbean and Latin American countries. "We try to identify people in other countries who are involved in water treatment and might need our products," Friar observed. He finds that word-of-mouth after one foreign sale leads to additional inquiries. "You get one thing going and it's like dominoes," Friar said. This month, Friar will receive the Small Business Administration's Small Business Exporter of the Year Award in West Virginia.

Exports Are Good Hedge Against Flat U.S. Market

Exports enable many U.S. firms to maintain and increase their overall sales when the American market is flat.

- "In the late 1980s, we made a decision to expand into the international marketplace as a hedge against the domestic economic downturn," says Harold L. Adams, President of **RTKL Associates, Inc., of Baltimore, Md.** The architecture/engineering company cranked up to export its services six years ago. Since that time it has performed work in more than 40 countries.

- Finding the U.S. domestic housing market slow, **New England Homes, Inc., of Hamden, Conn.,** began exporting homes. Peter M. Hart, the company's Senior Vice President, said, "Home builders and manufacturers of home elements who want to break out of the housing doldrums should consider building and exporting residences to areas of the world experiencing a housing crisis." The firm is off to a good start in Israel and Japan and is exploring additional foreign markets.

- A company official of **C.R. Onsrud, Inc. of Troutman, N.C.,** a 15-employee manufacturer of woodworking machinery, told the Commerce Department: "One very important lesson we have learned, the broader your sales base the less a recession in the United States will affect you." In a recent year, increased exports enabled the firm to show a profit even though U.S. sales volume was down one-third.

Where to Get Export Counseling

U.S. Department of Commerce

International Trade Administration

ITA offers assistance and information to help exporters. ITA units include: (1) domestic and overseas commercial officers, (2) country experts, and (3) industry experts. Each unit promotes products and offers services and programs for the U.S. exporting community.

★ **U.S. and Foreign Commercial Service (US&FCS)**—To help U.S. firms compete more effectively in the global marketplace, the US&FCS has a network of trade specialists in 68 U.S. cities and 66 countries worldwide. US&FCS offices provide information on foreign markets, agent/distributor location services, trade leads, and counseling on business opportunities, trade barriers, and prospects abroad.

There are 47 district offices and 21 branch offices in cities throughout the United States and Puerto Rico. Most offices maintain business libraries containing the Commerce Department's latest reports. District office trade specialists can provide the business community with local export counseling and a variety of export programs and services, including the **Export Qualifier Program**. In this program, specialists help firms determine their readiness to export through a computerized program. Specific recommendations are proposed to help strengthen and enhance a company's exporting ability.

Commercial officers in the **Overseas Posts** collect information about trends and barriers to trade in their areas and seek out trade and investment opportunities to benefit U.S. firms. They provide a range of services to potential exporters traveling abroad, such as providing assistance with appointments with key buyers and government officials.

Contact: For the address and phone number of your nearest Department of Commerce district office, see page 40, or call 1-800-USA-TRADE.

★ **International Economic Policy Country Desk Officers (IEP)**—This is the Department of Commerce source for information on trade potential for

U.S. products in specific countries. Individual IEP country desk officers, plus several regional business information centers, highlight new opportunities for trade and investment. These specialists can look at the needs of an individual firm wishing to sell in a particular country in the full context of that country's economy, trade policies, and political situation. Desk officers collect information on their assigned country's regulations, tariffs, business practices, economic and political developments, trade data, and market size and growth, keeping a current pulse on the potential markets for U.S. products, services, and investments.

Contact: Country desk officers; see pages 24-25 for a list, with telephone numbers.

✓ **Regional Business Centers**—The following **Regional Business Centers** have been established to respond to the greatly expanded need for information on new opportunities for trade and investment in various areas of the world:

✓ **Business Information Service for the Newly Independent States (BISNIS)**—BISNIS provides "one-stop shopping" for U.S. firms interested in doing business in the Newly Independent States (NIS) of the former Soviet Union. Information is available on commercial opportunities in the NIS, sources of financing, up-to-date lists of trade contacts, as well as on U.S. government programs supporting trade and investment in the region. BISNIS publishes a monthly bulletin containing information on upcoming trade promotion events, updates on U.S. government programs in the region, and practical advice on doing business in the NIS.

Contact: Business Information Service for the Newly Independent States, tel. (202) 482-4655, fax (202) 482-2293.

✓ **Eastern Europe Business Information Center (EEBIC)**—The Center has a wide range of publications on doing business in Eastern Europe, including: lists of potential partners, investment regulations, pri-

ority industry sectors, and notices of upcoming seminars, conferences, and trade promotion events. EEBIC publishes a monthly newsletter, *Eastern Europe Business Bulletin*, and in cooperation with the Agency for International Development publishes the bi-monthly *Eastern Europe Looks for Partners*, which highlights partnership opportunities for U.S. firms with Eastern European companies. EEBIC also serves as a referral point for programs of voluntary assistance to the region.

Contact: Eastern Europe Business Information Center, tel. (202) 482-2645, fax (202) 482-4473.

✓ **Japan Export Information Center (JEIC)**—JEIC provides business counseling services and accurate information on exporting to Japan. The JEIC is the point of contact for information on doing business in Japan, market entry alternatives, market information and research, product standards and testing, tariffs, and non-tariff barriers. The Center maintains a commercial library and participates in seminars on various aspects of Japanese business.

Contact: Japan Export Information Center, tel. (202) 482-2425, fax (202) 482-0469.

✓ **Latin America/Caribbean Business Development Center**—In cooperation with the Agency for International Development, this Center promotes and facilitates private sector business development in Latin America and the Caribbean. The Center offers U.S. firms a variety of services, including the monthly *LA/C Business Bulletin*, the *Andean Trade Preference Act Guidebook*, and other publications, informational seminars, sector studies, trade and investment missions, and individual business counseling.

Contact: Latin America/Caribbean Business Development Center, tel. (202) 482-0841, fax (202) 482-2218.

✓ **Single Internal Market 1992 Information Service (SIMIS)**—SIMIS serves as the major contact point within the U.S. government for U.S. business questions on commercial and trade

implications of the European Community's Single Market program. SIMIS maintains a comprehensive database of EC directives and regulations as well as specialized documentation published by the EC Commission, the U.S. government, and the private sector.

Services provided by SIMIS include: a basic information packet on EC 1992, *Europe Now* (a quarterly newsletter), sectoral guides to EC legislation, informational seminars, and business counseling.

Contact: Single Internal Market Information Service, tel. (202) 482-5276, fax (202) 482-2155.

Office of Multilateral Affairs—OMA serves as a contact point for U.S. multilateral trade policy issues related to the General Agreement on Tariffs and Trade (GATT), the Organization for Economic Cooperation and Development (OECD), the United Nations, and other international organizations. OMA is involved in the following trade policy areas: bilateral investment treaties, expropriation, GATT (rules, concessions, negotiations, science and technology agreements, and policy), General System of Preferences (GSP), Section 301 and Special 301 issues, intellectual property rights, Multilateral Trade Negotiations (MTN) including the Uruguay Round, trade and the environment, and related trade policy initiatives.

Contact: Louis Murphy, Director, tel. (202) 482-0603, fax (202) 482-5939.

★ Trade Development Industry Officers (TD)—Industry specialists work with manufacturing and service industry associations and firms to identify trade opportunities and obstacles by product or service, industry sector, and market. They also develop export marketing plans and programs. To assist U.S. businesses in their export efforts, industry experts conduct executive trade missions, trade fairs, marketing seminars, and business counseling. Industry specialists are organized into four major sectors:

- Office of Technology & Aerospace Industries
- Office of Basic Industries
- Office of Textiles, Apparel & Consumer Goods Industries
- Office of Service Industries & Finance

In addition to the major industry sectors, the following cross-sectoral units provide statistical data and analy-

ses useful in export development and coordinate TD's overall export promotion efforts:

- Office of Trade & Economic Analysis
- Office of Export Promotion Coordination

Contact: Industry trade specialists: see pages 26-28 for a list, with telephone numbers.

Office of Export Trading Company Affairs—The office (1) promotes the formation and use of export trading companies and export management companies, (2) offers information and counseling to businesses and trade associations regarding the U.S. export intermediary industry, and (3) administers the **Export Trade Certificate of Review** program which provides limited antitrust protection to U.S. firms for joint export activities. The office also manages *The Export Yellow Pages*, a directory of U.S. suppliers, banks, service organizations, and export trading companies. To register your company in this free directory, contact your local ITA district office.

Contact: George Muller, Office of Export Trading Company Affairs, tel. (202) 482-5131, fax (202) 482-1790.

Multilateral Development Bank (MDB) Liaison Team—The MDB Team keeps U.S. engineers, equipment manufacturers, and consultants aware of opportunities arising from MDB project lending to developing countries. The Team counsels firms, retrieves project information, maintains outreach efforts, advises on procurement disputes, and reviews procurement policies at the various MDBs.

Contacts: Commerce contact for World Bank, Janice Mazur, tel. (202) 482-4332; for Inter-American Development Bank, Michelle Miller, tel. (202) 482-1246; for African Development Bank, Barbara White, tel. (202) 482-4160; for Asian Development Bank, Mary Alice Healey, tel. (202) 482-4333; fax for all contacts, (202) 482-4775.

Office of Multilateral Development Bank Operations—MDBO of the US&FCS provides management oversight to the procurement liaison officers located at the Asian and African Development Banks and the European Bank for Reconstruction and Development. The office also counsels U.S. firms, ensures that project information is available on a timely basis, and organizes and develops outreach pro-

grams throughout the United States. The development banks assist in financing social and economic infrastructure and privatization projects in developing countries. The liaison officers located in Manila, Abidjan, and London are dedicated to the identification of these projects at the earliest stage possible, in-depth counseling of U.S. firms on bank opportunities, and advocacy on behalf of U.S. firms.

Contacts: Office of MDBO, Brenda Ebeling, tel. (202) 482-3399, fax (202) 482-5179; for African Development Bank, Catherine Houghton (Ivory Coast), tel. 011-225-21-46-16, fax 011-225-22-24-37; for Asian Development Bank, Janet Thomas (Philippines), tel. 011-632-632-6050, fax 011-632-816-7684; and European Bank for Reconstruction and Development, Tom Kelsey (London), tel. 011-44 71-338-6569, fax 011-44 71-338-6487.

Japan Untied Official Development Assistance Program—This program is a central source for information about how to access procurement through Japan's foreign aid program. In 1990, developing countries benefited from approximately \$10 billion in Japanese foreign aid, which includes grant aid, "soft loans," and technical cooperation. About \$5 billion was available for procurement by U.S. suppliers.

Contact: Robert Lurensky, Office of Energy, Environment and Infrastructure (Trade Development), tel. (202) 482-4002, fax (202) 482-0316; Elizabeth Johns, Office of Japan (International Economic Policy), tel. (202) 482-1820, fax (202) 482-0469.

Bureau of Export Administration

BXA is responsible for control of exports for reasons of national security, foreign policy and short supply. Licenses on controlled exports are issued, and seminars on U.S. export regulations are held domestically and overseas.

Export license applications may be submitted and issued through computer via the **Export License Application and Information Network (ELAIN)**. The **System for Tracking Export License Applications (STELA)** provides instant status updates on license applications by use of a touch-tone telephone.

The **Export Licensing Voice Information System (ELVIS)** is an automated attendant that offers a range of licensing information and emergency

handling procedures. Callers may order forms and publications or subscribe to the *Office of Export Licensing (OEL) Insider Newsletter*, which provides regulatory updates. While using ELVIS, a caller has the option to speak to a consultant.

Contacts: Iain Baird, Office of Export Licensing, tel. (202) 482-0436, fax (202) 482-3322; ELAIN, tel. (202) 482-4811; STELA, tel. (202) 482-2752; ELVIS, tel. (202) 482-4811.

National Marine Fisheries Service, National Oceanic and Atmospheric Administration

NMFS specialists work with fishing industry representatives and organizations to facilitate access to foreign markets.

In cooperation with the U.S. and Foreign Commercial Service, NMFS assists exporters seeking to find and explore new export opportunities for fish and fish products, especially to the Japanese and European markets. It also provides inspection services for fishery exports and issues U.S. government certification.

Contacts: Office of Trade and Industry Services, Fisheries Promotion and Trade Matters, Prudence I. Fox, tel. (301) 713-2379, fax (301) 588-4853; Inspection Services Division, Richard Cano, tel. (301) 713-2355, fax (301) 588-4853.

U.S. Department of State

Regional Bureaus—Country desk officers in regional bureaus maintain regular contact with overseas diplomatic missions and provide country specific economic and political analysis for U.S. companies. There are Bureaus of African, Inter-American, European, Near East and South Asian, and East Asian and Pacific Affairs.

Contact: State Operator, tel. (202) 647-4000.

Bureau of Economic and Business Affairs—The Bureau formulates and implements policies regarding foreign economic matters and international trade promotion and business services. It works (1) with the Business Council for International Understanding to arrange business briefings for senior diplomats; (2) with the Executive Council on Foreign Diplomats to arrange briefings by State officials for

business and to place U.S. Foreign Service Officers in long-term assignments in U.S. industry; and (3) with other business groups.

Contact: Al White, Director, Office of Commercial, Legislative and Public Affairs, tel. (202) 647-1942, fax (202) 647-5713.

Bureau of International Communications and Information Policy—This Bureau aims to enhance the competitiveness of the U.S. communications industry and to secure global market access for U.S. providers and users of telecommunications, broadcasting equipment, and services.

Contact: Doreen McGirr, Office of Development and Satellites, tel. (202) 647-5231, fax (202) 647-0158.

U.S. Department of Agriculture

Foreign Agricultural Service—The FAS maintains 15 overseas agricultural trade offices to help exporters of U.S. farm and forest products in key overseas markets.

The facilities vary depending on local conditions, but may include a trade library, conference rooms, office space, and kitchens for preparing product samples.

Contact: AgExport Services Division, tel. (202) 720-6343, fax (202) 690-4374.

U.S. Trade Assistance and Promotion Office (TAPO)—TAPO is a single contact point within FAS for agricultural exporters seeking foreign market information.

The office also counsels firms who believe they have been injured by unfair trade practices.

Contact: Homer Sabatini, TAPO, tel. (202) 720-7420, fax (202) 690-4374.

Agricultural Research Service—Provides exporters with information, research, and consultations on a wide array of topics, including shipping, storage, insect control, pesticide residues, and market disorders.

Contact: Richard S. Soper, International Activities, tel. (301) 504-5605, fax (301) 504-5298.

Agricultural Cooperative Service—Researches export opportunities for U.S. farmer cooperatives and advises on strategies for exporting.

Contact: Tracey Kennedy, International Trade Program, tel. (202) 690-1428, fax (202) 720-4641.

U.S. Department of Energy

Committee on Renewable Energy Commerce and Trade—Established in 1983, CORECT is an interagency working group of 14 federal agencies, administered by the Department of Energy, which coordinates federal programs to assist export efforts of renewable energy and energy efficiency industries. CORECT assistance to industry deals primarily with issues related to: technical competitiveness, market development, and federal financing assistance. Contact: Thomas J. Hall, Office of Conservation and Renewable Energy, tel. (202) 586-8302, fax (202) 586-1605.

Export Assistance Initiative—Energy Department export-related activities help to (1) identify overseas opportunities and discriminatory trade barriers; (2) evaluate U.S. laws and regulations which may restrict trade; (3) identify financing alternatives; and (4) work with other U.S. government agencies in export promotion. Contact: Office of Export Assistance, tel. (202) 586-5493, fax (202) 586-3047.

U.S. Trade Representative

USTR staff can provide publications to exporters confronted by foreign barriers to trade and unfair trade practices. Offices are organized according to sectoral responsibilities.

Contacts: Suzanne Early, Agricultural Affairs, tel. (202) 395-6127; Don Eiss, Office of Industry, tel. (202) 395-5656; Harry Broadman, Investment, Science and Technology, tel. (202) 395-3606; Douglas Selin, Investment, tel. (202) 395-7271; Carmen Suro-Bredie, Intellectual Property, tel. (202) 395-6864; Dick Self, Services, tel. (202) 395-4510; Caroyl Miller, Office of Textiles, tel. (202) 395-5639; fax for all offices is (202) 395-3911. Also: Public Affairs, tel. (202) 395-3230.

Office of the General Counsel—USTR is responsible for administering trade cases that provide relief from unfair trade practices under Section 301 of the Trade Act of 1974. Individual exporters should contact USTR concerning procedures for filing a complaint.

Contact: Jeane Davidson, Office of the General Counsel, tel. (202) 395-3432, fax (202) 395-3639.

Small Business Administration

Export Legal Assistance Network—ELAN is a nationwide group of attorneys with experience in international trade who provide free initial consultations to small businesses on export-related matters.

Contact: For the address and phone number of your nearest Small Business Administration district office, call 1-800-U-ASK-SBA; Judd Kessler, National Coordinator, ELAN, tel. (202) 778-3080, fax (202) 778-3063.

Office of Minority Small Business and Capital Ownership Development—One mission of the office is to encourage minority small business participation in international trade through its 7(j) Management and Technical Assistance Program. SBA contracts for the services of professional management firms to provide management assistance and international trade-related services to eligible small businesses.

Contact: Martin Gold, Division of Management and Technical Assistance, tel. (202) 205-6420, fax (202) 205-7549.

Small Business Institutes—All SBI's provide in-depth management counseling to eligible small businesses. Some SBI's provide international trade counseling, depending on local needs and program strengths.

Contact: Contact a Business Development Officer at your local SBA district office. For the address and phone number of your SBA district office, call 1-800-U-ASK-SBA. John Bevis, Office of Business Development, tel. (202) 205-6665, fax (202) 205-7416.

Agency for International Development

Center for Trade and Investment Services, Bureau for Private Enterprise—CTIS is the focal point in AID for the collection and dissemination of information on the Agency's programs and activities that support international private enterprise in the developing countries where AID operates. CTIS is a full service, comprehensive "one-stop shop" for information about AID's trade and investment programs and business opportunities in countries served by AID. The Center's objective is to further economic development abroad by facilitating increased busi-

ness activity between the private sectors of AID-assisted countries and the U.S. Currently, AID has offices in over 80 countries in Asia, Africa, Latin America and the Caribbean, the Near East, the emerging democracies in Eastern Europe, and the Newly Independent States of the former Soviet Union.

Contact: CTIS staff, call 1-(800) 872-4348, tel. (202) 663-2660, fax (202) 663-2670.

Minority Resource Center, Office of Small and Disadvantaged Business Utilization—Focuses on increasing the participation of U.S. small businesses and disadvantaged enterprises in AID development assistance activities by providing individual counseling on how to market and do business with AID; sponsoring conferences and seminars on how to do business with AID; maintaining the AID Consultant Registry Information System (ACRIS); and coordinating the AID Procurement Information Access System (PIAS), a facet of the U.S. Department of Commerce's Economic Bulletin Board, that identifies export opportunities.

Contact: Ivan Ashley, Office of Small and Disadvantaged Business, tel. (703) 875-1551, fax (703) 875-1862.

Trade and Investment Services, Bureau for Private Enterprise—Under the TIS program, PRE engages the resources of the International Executive Service Corps (IESC) to support worldwide a range of industry-specific trade and investment services designed to link businesses in the United States, developing countries, and the emerging democracies. TIS activities are designed to assist in the expansion of U.S. and developing country business through development of joint- and co-ventures, including the sale or licensing of U.S. equipment and technology, long-term sales, and co-production agreements.

Contact: Ed Wise, Office of International Business Development, tel. (202) 663-2680, fax (202) 663-2670.

U.S. Export-Import Bank

Services for Small Business—Eximbank offers briefing programs which are available to the small business community, including regular seminars and group briefings held both within the Bank and around the country. To encourage small businesses to sell overseas, Eximbank offers a spe-

cial toll-free Hotline to provide information on the availability and use of export credit insurance, guarantees, and loans extended to finance the sale of U.S. goods and services abroad. A West Coast Office has been set up to bring the Bank's programs closer to small exporters in Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, and Washington.

Contacts: Hotline: 1-800-424-5201; Eximbank West Coast Office, 222 N. Sepulveda Blvd., Suite 1515, El Segundo, Calif. 90245; contact on West Coast: Art Obester, tel. (310) 322-1152, fax (310) 322-2041.

City-State Program—Eximbank works with state and local government agencies to offer export counseling and financial assistance to the businesses in their jurisdictions. Cooperative programs currently operate in more than 20 states and regions and in the Commonwealth of Puerto Rico.

Contact: Joyce Papes, tel. (202) 566-8944, fax (202) 566-7524.

See pages 15-17 for more Eximbank contacts.

Overseas Private Investment Corporation

Hotline—The OPIC Hotline responds to all preliminary inquiries or initial requests for information regarding OPIC's programs and services.

Contact: call 1-800-424-OPIC, tel. (202) 336-8799.

Investor Services—Investor Services is an OPIC initiative designed to assist small- and medium-size U.S. firms, as well as new-to-market companies, with their overseas investment planning and implementation needs. Fee-based services provide counseling to American firms on business plan development, project structuring, joint-venture partner identification, and location of project financing sources.

Contact: Dan Riordan, Investor Services, tel. (202) 336-8620, fax (202) 408-5145.

Trade and Development Agency

State and Local Catalyst Programs—TDA continues its program of working with state governments and other local entities through an agreement with the National Association of State Development Agencies.

Contact: Barbara Bradford, tel. (703) 875-4357, fax (703) 875-4009.

Market Information and Trade Leads

U.S. Department of Commerce

The Economic Bulletin Board—The EBB, a personal computer-based electronic bulletin board, is your on-line source for trade leads as well as for the latest statistical releases from the Bureau of the Census, the Bureau of Economic Analysis, the Bureau of Labor Statistics, the Federal Reserve Board, and other federal agencies.

Subscribers to the 300/1200/2400 bps EBB pay an annual registration fee of \$35, which includes a \$12 credit for access time to the system. Continued access is billed quarterly at \$0.20 per minute between 8 a.m. and 12 noon EST, \$0.15 per minute between noon and 6 p.m. EST, and \$0.05 per minute at all other times and on weekends and holidays. Subscribers to the 9600 bps EBB pay an annual registration fee of \$100, and all access time is billed quarterly at \$0.50 per minute at all times.

Contact: EBB, tel. (202) 482-1986, fax (202) 482-2164; or try the EBB as a guest user by dialing (202) 482-3870 with your personal computer and modem (8 bit words, no parity, 1 stop bit).

The Economic Bulletin Board/Fax—Use your fax machine to receive trade leads and the latest trade and economic information from the federal government. No subscription fees are required. Access EBB/FAX by dialing 1-900-RUN-A-FAX (1-900-786-2329) from your fax machine. The charge is \$0.65 per minute.

Contact: EBB/FAX, tel. (202) 482-1986, fax (202) 482-2164.

National Trade Data Bank—The NTDB is a "one-stop" source for export promotion and international trade data collected by 17 U.S. government agencies. Updated each month and released on CD-ROM disk, the NTDB enables a user with an IBM-compatible personal computer equipped with a CD-ROM reader to access over 100,000 trade-related documents. The NTDB contains (1) the latest Census data on U.S. imports and exports by commodity and country, (2) the complete CIA World Factbook, (3) current market research reports compiled by the U.S. and Foreign Commercial Service, (4) the complete Foreign Traders Index,

which contains over 45,000 names and addresses of individuals and firms abroad interested in importing U.S. products, and (5) many other data series.

The NTDB is available at over 800 federal depository libraries nationwide. The NTDB can be purchased for \$35 per monthly issue or \$360 for a 12-month subscription.

Contact: Your nearest Department of Commerce district office, or call 1-800-USA-TRADE for a listing of local Federal Depository Libraries equipped with the NTDB. For ordering and other specific information, tel. (202) 482-1986, fax (202) 482-2164.

Agent/Distributor Service—A customized search helps identify agents, distributors, and foreign representatives for U.S. firms based on the foreign companies' examination of U.S. product literature. A fee of \$250 per country is charged.

Contact: Your nearest Department of Commerce district office (see list on page 40), or call 1-800-USA-TRADE.

Customized Sales Survey—A custom-tailored research service provides firms with specific information on marketing and foreign representation for their individual products in selected countries. Interviews or surveys are conducted to determine overall marketability of the product, key competitors, price of comparable products, customary distribution and promotion practices, trade barriers, possible business partners, and applicable trade events. Fees for CSS surveys vary from \$500 to \$4,000 per country.

Contact: Your nearest Department of Commerce district office (see list on page 40), or call 1-800-USA-TRADE.

World Traders Data Report—A service for checking the reputation, reliability, and financial status of a prospective trading partner. For \$100, an exporter can obtain this information, along with a recommendation from commercial officers at the U.S. Embassy as to the suitability of the company as a trading partner.

Contact: Your nearest Department of Commerce district office, or call 1-800-USA-TRADE.

Gold Key Service—Offered by many U.S. and Foreign Commercial Service

overseas posts, this is a custom-tailored service for U.S. firms planning to visit a country. It combines market research, assistance in developing briefings, introductions to potential partners, interpreter for meetings, and effective follow-up planning. The fee varies.

Contact: Your nearest Department of Commerce district office (see list on page 40), or call 1-800-USA-TRADE.

Trade Opportunities Program—TOP provides companies with current sales leads from international firms seeking to buy or represent their products or services. TOP leads are printed daily in leading commercial newspapers and are also distributed electronically via the Department of Commerce Economic Bulletin Board. There is a nominal annual fee and connect time charge.

Contact: Your nearest Department of Commerce district office, or call 1-800-USA-TRADE; for the Department of Commerce Economic Bulletin Board, tel. (202) 482-1986, fax (202) 482-2164.

Export Contact List Service—This database retrieval service provides U.S. exporters with names, addresses, products, sizes, and other relevant information on foreign firms interested in importing U.S. goods and services. Similar information on U.S. exporters is also provided to foreign firms seeking U.S. suppliers. Names are collected and maintained by Commerce district offices and commercial officers at foreign posts.

Contact: your nearest Department of Commerce district office (see list on page 40), or call 1-800-USA-TRADE.

Business America—This principal Commerce Department publication presents domestic and international business news. Each biweekly issue includes a "how to" article for new exporters, a discussion of U.S. trade policy, news of government actions that may affect trade, and a calendar of upcoming trade shows, exhibitions, fairs, and seminars. An annual subscription is \$61.

Contact: ITA Office of Public Affairs, tel. (202) 482-3251, fax (202) 482-5819. Subscriptions: U.S. Government Printing Office [Stock #703-011-00000-4-W], tel. (202) 783-3238.

Commercial News USA—This 10-times yearly catalog-magazine is published by the U.S. and Foreign Commercial Service to promote U.S. products and services to overseas markets. *Commercial News USA* is disseminated in paper copy to 125,000 business readers via U.S. Embassies and Consulates in 141 countries, and to more than 650,000 private-sector and foreign government Electronic Bulletin Board users in 18 countries. Selected portions are also reprinted in newsletters that are tailored in content and language to the individual country and distributed to potential buyers, agents, American Chambers of Commerce abroad, and other multipliers. U.S. firms can have their products or services highlighted for a fee that varies by the size of the listing.

Contact: Your nearest Department of Commerce district office (see list on page 40), or call *Commercial News USA* at (202) 482-4918, fax (202) 482-5362.

Major Projects Branch—MPB (1) coordinates government assistance and helps U.S. firms to compete for major infrastructure and industrial projects overseas; (2) identifies upcoming projects and develops specific information about them; (3) monitors developments in specific industrial sectors; (4) provides one-on-one business counseling, and (5) offers guidance on appropriate market business contacts, contract bidding procedures, and strategies. MPB's Major Projects Reference Room, Rm. 2014-B at the U.S. Department of Commerce, is a one-stop shopping center for project information from around the world. U.S. firms can review U.S. and Foreign Commercial Service project reports, appraisal reports produced by the multilateral development banks and literature on their project cycles, sample bidding documents, and country development plans.

Contact: Project Managers, tel. (202) 482-5226, fax (202) 482-3954.

International Data Base—The Center for International Research at the Bureau of the Census compiles and maintains up-to-date global demographic and social information for all countries in its International Data Base (IDB), which is available to U.S. companies seeking to identify potential markets overseas. A computer tape of information in the IDB can be purchased for \$175. Printed tables on selected subjects for selected countries can be purchased for a minimum charge of \$75.

Contact: Peter Johnson, Systems

Analysis and Programming Staff, tel. (301) 763-4811, fax (301) 763-7610.

Export and Import Trade Data Base—This Bureau of the Census service maintains worldwide export and import statistics tracked by mode of transportation and port of entry or exit. Various levels of classification, including the Harmonized System of Commodity Classification, Standard International Trade Classification, Standard Industrial Classification Based Codes, and End-Use Classification, are available. Customized tabulations and reports can be prepared to user specifications. Prices begin at \$25 and vary depending upon user requirements and job size.

Contact: Trade Data Services Branch, tel. (301) 763-7754.

U.S. Travel and Tourism Administration—USTTA promotes export earnings through trade in tourism. USTTA (1) stimulates demand internationally for travel to the United States, (2) coordinates marketing projects and programs with U.S. and international travel interests, (3) encourages and facilitates promotion in international travel markets by U.S. travel industry principals, (4) works to increase the number of new-to-market travel businesses participating in the export market, (5) generates cooperative marketing opportunities for private industry and regional, state, and local governments, (6) researches and provides timely and pertinent data, (7) carries on training programs in international marketing for U.S. professionals, and (8) works to remove government imposed travel barriers.

Contact: Ed Shedlick, Director, Public Sector Relations, tel. (202) 482-4904, fax (202) 482-2887.

U.S. Department of Agriculture

Agriculture Trade and Marketing Information Centers—These centers, part of the National Agricultural Library, help locate relevant material from their large collection of trade and marketing information and provide copies of research and data from their AGRICOLA database.

Contact: Mary Lassanyi, Agriculture Trade & Marketing Information Center, tel. (301) 504-5414 or (301) 504-5509, fax (301) 504-6409.

Economic Research Service—The ERS staff provides economic data, models, and research information on

agricultural economies, agricultural policies of foreign countries, and bilateral agricultural trade and development relationships. ERS maintains files on (1) the production and marketing of major commodities, (2) pricing data, (3) use, development, and conservation of natural resources, and (4) overseas performance of the U.S. agricultural industry. It also publishes regional agriculture and trade reports, commodity outlook circulars, and a variety of research publications on country-specific issues.

Contact: Bob Robinson, Director, Agriculture and Trade Analysis Division, tel. (202) 219-0700, fax (202) 219-0759.

Country Market Profiles—Country Market Profiles are country-specific 2-4 page descriptions of 40 overseas markets for high value agricultural products. They provide market overviews, market trends, and information on U.S. market positions, competition, and general labeling and licensing requirements.

Contact: Foreign Agricultural Service Information Division, Publications Branch, tel. (202) 720-7937, fax (202) 720-3229.

AgExport Connections—The AgExport Action Kit provides information which can help put U.S. exporters in touch quickly and directly with foreign importers of food and agricultural products. To receive a free copy of the Action Kit, fax your request to the number listed below.

There are four specific services of AgExport Connections:

- **Trade Leads** are inquiries from foreign buyers sent daily to the Agriculture Department by the Foreign Agricultural Service's 80 overseas offices. They are made available daily on electronic bulletin boards, several times a week in the *Journal of Commerce*, weekly on the AgExport fax polling system, and weekly in the *AgExport Trade Leads* bulletin. Fees vary.

- **Buyer Alert** is a weekly overseas newsletter which can introduce your food and agricultural products to foreign buyers at no charge. *Buyer Alert* is electronically transmitted from Washington to Foreign Agricultural Service attachés and trade officers, who distribute it within their countries of responsibility.

- **Foreign Buyer Lists** may be used to match products to prospective buyers worldwide. The data base contains more than 18,000 foreign firms covering 70 countries and over 235 food and agricultural commodities. Lists are proc-

essed by either specific commodity or specific country and the cost is \$15 each.

• **U.S. Supplier Lists** may be used to source food and agricultural products for export. Over 6,500 names comprise this database, which is also distributed worldwide to Foreign Agricultural Service overseas offices. Listings are available by commodity and the cost is \$15 each.

Contact: AgExport Connections, tel. (202) 720-7103, fax (202) 690-4374.

Computerized Information Delivery Service—CIDS provides instant access to USDA reports and news releases, making time-sensitive agricultural information available to any location within seconds of release. For a fee, CIDS provides information on trade leads, market reports, economic outlooks, and certain statistics.

Contact: Russell Forte, tel. (202) 720-5505, fax (202) 690-1131.

U.S. Department of Labor

Foreign Labor Trends—Foreign Labor Trends are a series of reports, issued annually, that describe and analyze labor trends in more than 70 foreign countries. The reports, which are prepared by the U.S. Embassy in each country, cover labor-management relations, trade unions, employment and unemployment, wages and working conditions, labor and government, international labor activities, and other significant developments. A list of key labor indicators is also included.

Contact: John A. Ferch, Office of Foreign Relations, tel. (202) 219-6257, fax (202) 219-5613.

U.S. Department of Energy

Coal and Technology Export Program—This program promotes the export of U.S. clean coal equipment and services by acting as an information source for U.S. companies on coal and coal technologies.

Contact: Peter Cover, Office of Fossil Energy, tel. (202) 586-7297, fax (202) 586-1188.

Small Business Administration

Export Information System—XIS data reports provide specific product or service information on the top 25 world markets and market growth trends for the past five years.

Contact: Gerry Chiaruttini, Office of International Trade, tel. (202) 205-6720, fax (202) 205-7272.

Agency for International Development

Center for Trade and Investment Services—See paragraph on page 11.

Overseas Private Investment Corporation

Investor Information Service—This information clearinghouse provides "one-stop shopping" for basic economic, business, and political information and data from a variety of sources on some 120 developing coun-

tries and 16 geographic regions. This service is available for purchase in country- and region-specific kits.

Contact: Suzette Waddington, Investor Services, tel. (202) 336-8662, fax (202) 408-5145.

Opportunity Bank—This computer data system matches a U.S. investor's interest with specific overseas investment opportunities. A modest fee is charged for matching requests. It is also available through Lexis/Nexis, a private sector on-line source for legal and business information as well as other news.

Contact: Suzette Waddington, Investor Services, tel. (202) 336-8662, fax (202) 408-5145.

Ten Keys to Export Success

Ten recommendations for successful exporting should be kept in mind:

1. Obtain qualified export counseling and develop a master international marketing plan before starting an export business. The plan should clearly define goals, objectives, and problems encountered.

2. Secure a commitment from top management to overcome the initial difficulties and financial requirements of exporting. Although the early delays and costs involved in exporting may seem difficult to justify in comparison with established domestic sales, the exporter should take a long-range view of this process and carefully monitor international marketing efforts.

3. Take sufficient care in selecting overseas distributors. The complications involved in overseas communications and transportation require international distributors to act more independently than their domestic counterparts.

4. Establish a basis for profitable operations and orderly growth. Although no overseas inquiry should be ignored, the firm that acts mainly in response to unsolicited trade leads is trusting success to chance.

5. Devote continuing attention to export business when the U.S. market booms. Too many companies turn to exporting when business falls off in the United States. When domestic business starts to boom again, they neglect their export trade or relegate it to a secondary position.

6. Treat international distributors on an equal basis with domestic counterparts. Companies often carry out institutional advertising campaigns, special discount offers, sales incentive programs, special credit term programs, warranty offers, and so on in the U.S. market but fail to make similar offers to their international distributors.

7. Do not assume that a given market technique and product will automatically be successful in all countries. What works in Japan may fall flat in Saudi Arabia. Each market has to be treated separately.

8. Be willing to modify products to meet regulations or cultural preferences of other countries. Local safety and security codes as well as import restrictions cannot be ignored by foreign distributors.

9. Print service, sale, and warranty messages in locally understood languages. Although a distributor's top management may speak English, it is unlikely that all sales and service personnel have this capability.

10. Provide readily available servicing for the product. A product without the necessary service support can acquire a bad reputation quickly.

Financing and Insurance Programs for U.S. Exporters

Several U.S. government agencies provide financing and/or insurance for U.S. exports and overseas investment. This article describes the major finance or insurance programs offered by the Agency for International Development (AID), the Export-Import Bank (Eximbank), the Overseas Private Investment Corporation (OPIC), and the Small Business Administration (SBA).

Agency for International Development

The Agency for International Development (AID) is the federal agency that provides health, economic, and disaster assistance to eligible developing countries. Through its Office of Investment, AID supports the development of market economies and growth of private sector businesses throughout the world. The Office of Investment's primary development tool is the Private Sector Investment Program, a portfolio of loans, credit guarantees, and training created by Congress in 1983. One program of potential interest to U.S. businesses is the Franchise Guarantee Program, which can help U.S. franchisors establish and expand their operations in developing countries.

Under the Franchise Guarantee Program, AID offers loan guarantees for the benefit of indigenous developing country entrepreneurs who are prospective international master licensees (IMLs) and franchisees of U.S. franchisors in AID-assisted countries. The guarantees cover loans made to the franchisees by developing country intermediary financial institutions (IFIs). The guarantees are backed by the full faith and credit of the U.S. government and cover up to 50 percent of the principal loaned on individual transactions. The guarantee facility can cover a portfolio of up to \$6 million in loans to the IMLs or franchisees of a given U.S. franchisor.

In exchange for the guarantee coverage, AID charges the participating U.S. franchisor a reservation fee and

the IFI a modest up-front facility fee and an annual utilization fee based on the level of guarantee coverage.

For more information on AID's Franchise Guarantee Program, contact the Office of Investment; tel. (202) 663-2280, fax (202) 663-2708.

U.S. Export-Import Bank

The U.S. Export-Import Bank (Eximbank) is an independent federal agency that helps finance the sale of U.S. goods and services to creditworthy purchasers in most foreign countries. To qualify for Eximbank assistance, the goods and services must contain at least 50 percent U.S. content and not be intended for military use. In addition, each transaction must be economically viable, offer reasonable assurance of repayment, and not adversely affect the U.S. economy. The Eximbank offers four types of programs: loans to overseas buyers, guarantees to commercial lenders, working capital guarantees, and export credit insurance.

Loans. The Eximbank provides two types of competitive, fixed-interest rate loans: direct loans to foreign buyers of U.S. capital equipment and services and intermediary loans to lenders who then extend loans to foreign purchasers of U.S. exports. Both categories of loans cover up to 85 percent of the U.S. export value, with repayment terms of two years or more. Direct loans of any size and long-term loans to intermediaries are offered at the lowest interest rate permitted under the Organization for Economic Cooperation and Development (OECD) arrangement for the market and term. In most cases, the interest rate is one percentage point higher than a specific Treasury rate.

Medium-term intermediary loans are structured as "standby" loan commitments. The intermediary may borrow against the undisbursed loan at any time during the term of the underlying debt obligation and may prepay the loan without penalty unless the prepayment is triggered by prepayment of the

foreign buyer.

Charges include:

- a \$100 processing fee
- a commitment fee of 0.5 percent per annum on undisbursed balances (There is no commitment fee for stand-alone medium-term intermediary loans.)

- an exposure fee on each loan disbursement based on the term of the loan, the type of borrower or guarantor, and the borrower's country.

For more information on Eximbank's loan programs, contact Ken Telesca; tel. (202) 566-5038, fax (202) 566-7524.

Guarantees. Eximbank guarantees provide repayment protection for private sector loans to creditworthy buyers of U.S. goods and services exports. Guarantees are available separately or with an intermediary loan and are backed by the full faith and credit of the U.S. government.

Most guarantees provide comprehensive coverage of both political and commercial risks, but political risks-only coverage is also available. Political risks include war, cancellation of an existing export or import license, expropriation, confiscation or intervention in the buyer's business, or transfer risk (the inability of a borrower to convert local currency into U.S. dollars). Losses due to currency devaluation are not covered. Commercial risks include insolvency or protracted default due to deterioration in the buyer's market, fluctuations in demand, unanticipated competition, shifts in tariffs, technological change, and natural disasters.

Guarantees are available on export loans with fixed or floating interest rates. They cover up to 85 percent of the U.S. value with repayment terms of two years or more. The guarantee covers 100 percent of the principal and interest of the financed portion. To receive payment, the guaranteed lender must file a claim no less than 30 days and no more than 150 days after a default. The Eximbank will pay the claim within five business days after receipt.

Charges include:

- a \$100 processing fee
- a commitment fee of 0.125 percent per year on the undisbursed balance of a guaranteed loan, 0.5 percent per year if the guarantee is combined with an intermediary loan

- an exposure fee on each transaction, based on the term of the loan, the type of borrower or guarantor, and the borrower's country.

For additional information on the Eximbank guarantees, contact Ken Telesca; tel. (202) 566-5038, fax (202) 566-7524.

Working Capital Guarantees. The Eximbank's working capital guarantee program encourages commercial lenders to make loans to small- and medium-sized businesses for export-related activities. The program guarantees 100 percent of the loan's principal and interest. All loans must be secured with inventory of exportable goods, export accounts receivable, or other appropriate collateral. Exporters may use the guaranteed financing:

- to purchase materials, services, and labor to produce goods or services for export or finished products for export

- to cover stand-by letters of credit and bid and performance bonds

- to fund marketing activities.

To qualify for the program, U.S. exporters must have:

- been in operation for at least one year
- a positive net worth
- at least one full-time principal.

In addition, financial statements must show sufficient strength to accommodate the requested debt.

Charges include a \$100 processing fee and an up-front facility fee of 1.5 percent of the loan amount which is due within 90 days of Eximbank's authorization of the final commitment or before the first disbursement, whichever is earlier.

For more information on the working capital guarantee program, contact Sam Zytcer; tel. (202) 566-8820, fax (202) 566-7524.

Export Credit Insurance. The Eximbank offers a variety of policies that insure against payment default on export credit sales. The new-to-export and short-term multi-buyer insurance policies for exporters are described below. Other insurance policies for exporters and financial institutions are also available.

New-to-Export Policy. The new-to-export policy is a short-term (up to 180 days) insurance policy available to firms that meet the Small Business Administration's definition of a small business and have averaged less than \$2 million in export credit sales for the past two years.

Under this policy, the Eximbank assumes 95 percent of the commercial risk and 100 percent of the political risk involved in extending credit to the exporter's overseas customers.

Unlike other insurance policies, there is no "first loss commercial risk" deductible. Political risk-only coverage is also available. Charges include a minimum annual premium of \$500 and per-sale fee based on the repayment terms and the type of buyer.

Short-Term Multi-Buyer Policy. The short-term multi-buyer policy offers protection against political and commercial risks of default on short-term export receivables (up to 180 days for spare parts, raw materials, and consumer goods; up to 360 days for capital goods, bulk agricultural commodities, and fertilizer).

This policy carries a first loss deductible similar to other forms of insurance and allows exporters to select the rate of coverage: 100 percent for political risks, 90 percent for commercial risks, or 95 percent for both political and commercial risks.

Eximbank reviews each foreign buyer before offering coverage, but a discretionary credit limit permits exporters to commit to insurance on sales below a fixed dollar amount. Proceeds of the policy may be used for financing purposes.

To qualify for this policy, products must contain at least 50 percent U.S. content (excluding mark-up). Premiums are based on the profile of the insured's global business and are paid monthly, based on shipments. The minimum annual premium is \$500.

For more information on export credit insurance policies of the Export-Import Bank of the United States, telephone the nearest Eximbank regional office listed below:

- Chicago, Ill., (312) 641-1915
- Houston, Tex., (713) 589-8182
- Los Angeles, Calif., (310) 322-1152
- Miami, Fla., (305) 372-8540
- New York, N.Y., (212) 466-2950
- Washington, D.C., (202) 566-8342.

Overseas Private Investment Corporation

OPIC is a U.S. government agency that assists U.S. investors through three principal programs: project financing, investment insurance, and investor services. These programs are available in more than 140 developing nations and emerging economies throughout the world. To qualify for OPIC programs, projects must:

- be located in a developing country or emerging nation where OPIC operates

- assist in the social and economic development of the host country

- not be opposed by the host country government

- be consistent with U.S. economic interests

- not adversely affect the U.S. economy or employment

- not have military purposes.

OPIC will not support "runaway plant" projects, where a U.S. plant is closed to open an overseas facility that will produce the same products or services for the same markets, or projects with host-government performance requirements involving local content, maximum import, or minimum export levels. All of OPIC's guarantee and insurance obligations are backed by the full faith and credit of the United States.

Project Financing. OPIC provides two types of medium- to long-term financing for overseas investment projects: loan guarantees and direct loans. Both allow OPIC to finance up to 50 percent of the total cost of a new project or 75 percent of the total cost of expanding a successful, existing enterprise. OPIC's all-risk loan guarantees are issued to U.S. lending institutions on behalf of eligible U.S. investors and usually range from \$6 million to \$50 million. Direct loans usually range from \$500,000 to \$6 million and are available only for overseas investment projects sponsored by or significantly involving U.S. small- and medium-sized businesses. OPIC's definition of "small- and medium-sized businesses" is adjusted annually to reflect changes in the U.S. economy. Small businesses are currently defined as industrial companies with annual sales of less than \$150 million and service companies with stockholders' equity of less than \$53 million.

Direct and guaranteed loans are generally repaid in equal, quarterly, or semi-annual payments after a grace period, with final maturity ranging from 5 to 12 years. Interest rates vary according to a project's financial and political risk, but are generally comparable to commercial rates. OPIC also charges a guarantee fee that depends on a project's commercial and political risks (but averages 2 percent), a facility fee, and a commitment fee.

Investment Insurance. OPIC insures U.S. investments abroad against three types of political risks: currency inconvertibility (including adversely discriminatory exchange rates, but not currency devaluation), expropriation, and political violence (including declared or undeclared war, revolution, and civil strife such as terrorism and sabotage). Premiums for OPIC insurance coverage are based on the nature and risk profile of the project, not the country where the project is located. The general annual base rate per \$100 of coverage is:

- inconvertibility: 30¢
- expropriation: 60¢
- political violence
 - business income: 45¢
 - assets: 60¢.

Political violence premiums are 10¢ lower if civil strife is omitted.

Since its inception, OPIC has settled approximately 246 insurance claims totaling \$512 million, and it has denied less than 6 percent of the claims received.

Investor Services. OPIC also offers a variety of investor services, including:

- advisory services for small, medium, and new-to-market U.S. businesses
- investment missions
- the Opportunity Bank, a database that provides U.S. investors with information on overseas business opportunities
- the Project Development Program for Central and Eastern Europe and the Newly Independent States
- the Investor Information Service
- periodic seminars and conferences.

For more information on the programs and services of the Overseas Private Investment Corporation, telephone OPIC's Information Hotline at 1-800-424-OPIC (if outside the metropolitan D.C. area) or OPIC's Public Affairs Office at (202) 336-8799, fax (202) 789-2566.

Small Business Administration

The Small Business Administration (SBA) is an independent federal agency created by Congress to aid, counsel, and protect the interests of small businesses. It provides business development and financial assistance for exporters through three main programs: regular business loans, international trade loans, and export revolving line of credit loan guaranties.

Regular Business Loans. The SBA's regular 7(a) business loan program allows the SBA to guarantee up to 90 percent of bank loans of \$155,000 or less used to acquire fixed-assets or general working capital; for larger loans, the maximum SBA guarantee is \$750,000 or 85 percent of the loan, whichever is less. The maximum maturity is 25 years for fixed-asset acquisition loans and 7 years for working capital loans.

To qualify for the program, applicants must be for-profit firms, including export trading and management companies, that meet the SBA's definition of a small business. Schools, publication houses, and businesses that engage in speculation or rental real estate are not eligible.

International Trade Loans. The SBA's international trade loan (ITL) program provides long-term financing to help small business compete more effectively and to expand or develop export markets. Funds obtained through this program may be used:

- to purchase or expand domestic facilities, land, or equipment
- to make other improvements (such as renovations and reconditioning) that will be used within the United States to produce goods or services
- for working capital.

The ITL program allows the SBA to guarantee 85 percent of the loan amount, up to \$250,000 for working capital loans, and \$1 million for facilities or equipment loans. Loan maturities cannot exceed 25 years.

To qualify for the ITL program, applicants must prove *either* that:

- the loan proceeds will significantly expand existing export markets or develop new ones
 - the applicant's business is adversely affected by import competition.
- No debt payment is allowed.

Export Revolving Line of Credit. The export revolving line of credit (ERLC) program may be used for:

- pre-export financing of labor and materials used in the manufacture of goods for export or to purchase goods or services for export
- accounts receivable generated by the sale of goods and services for export
- certain expenses related to the entry and development of foreign markets.

ERLC financing generally is transaction-based where the loan is paid off when the export sale is made. The ERLC provides repayment guarantees for secured loans that would not be made without the SBA's guarantee. It does not protect the U.S. exporter if a foreign purchaser does not pay.

The ERLC program allows the SBA to guarantee up to 90 percent of a loan of \$155,000 or less or 85 percent of loans of more than \$155,000. Small businesses may combine the ERLC with other SBA programs to obtain a maximum guarantee of \$750,000.

For-profit firms that satisfy SBA size requirements are eligible for SBA financial assistance. Manufacturers of computers and peripheral equipment with fewer than 1,000 employees are eligible, as are computer services firms with less than \$14.5 million in annual receipts.

For more information about the ERLC or other SBA programs, call 1-800-8-ASK-SBA.

This material was prepared by Mary Smolensky, Office of Computers and Business Equipment, U.S. Department of Commerce.

Eximbank Hotline

The U.S. Export-Import Bank has a special toll-free number for the use of U.S.-based businesses. By dialing 1-800-424-5201, firms can get information about export credit insurance, pre-export financing through working capital guaranteed loans, and medium- and long-term loans and guarantees to overseas buyers. The hotline also has information about Eximbank training seminars, export marketing procedures, how to start an export business, overseas markets, and general country information.

U.S. Government Overseas Export Promotion Activities

U.S. Department of Commerce

International Trade Administration

U.S. and Foreign Commercial Service (US&FCS) offices abroad—US&FCS Foreign Commercial Service Officers are present in U.S. Embassies in 66 leading export markets. They collect information about trends and barriers to trade in their areas and seek out trade and investment opportunities to benefit potential exporters at home and traveling abroad.

For further information, call 1-800-USA-TRADE.

Trade Fairs and Exhibitions—About 80 worldwide events are selected annually for recruitment by the Commerce Department or by the private sector under the Commerce Department's Certification Program. Exhibitors receive pre- and post-event logistical and transportation support, design and management of the USA pavilion, and extensive overseas market promotional campaigns to attract appropriate business audiences.

For further information on trade fairs and exhibitions, call 1-800-USA-TRADE.

Trade Missions—Focusing on one industry or service sector, trade missions provide participants with detailed marketing information, advanced planning and publicity, logistical support, and pre-arranged appointments with potential buyers, government officials, and others. Participants pay between \$2,000-5,000 depending on locations and number of countries visited. The missions usually consist of 5-12 U.S. business executives.

For further information on trade missions, call 1-800-USA-TRADE.

Matchmaker Trade Delegations—These Commerce-recruited and planned missions are designed to introduce new-to-export or new-to-market businesses to prospective representatives and distributors overseas. This is followed by an intensive trip filled with meetings with prospective clients and in-depth briefings on the economic and business climate of the countries visited. Trade specialists from the Department of Commerce evaluate the potential of a firm's product in the target markets, find and screen con-

tacts, and handle logistics.

Contact: Judy Riendeau, Export Promotion Services, tel. (202) 482-3119, fax (202) 482-0178.

Certified Trade Mission Program—These are overseas events that are planned, organized, and led by both federal agencies and non-federal export promotion organizations (such as industry trade associations, agencies of state and local governments, chambers of commerce, regional groups, and other export-oriented groups), under the sponsorship of the U.S. Department of Commerce. This program provides a flexible and adaptable format in which to conduct business overseas, and may include individual business appointments tailored to each mission member's needs, plant and factory tours, or possibly a seminar format for technical products. The program office provides guidance and support to participating groups and coordinates communications with the commercial sections of U.S. Embassies and Consulates regarding the mission's purpose, itinerary, and budget.

Contact: Anita Blackman, Export Promotion Services, tel. (202) 482-4908, fax (202) 482-0115.

Multi-State Trade Days Program—A program designed to promote the export interests of U.S. companies in markets where doing business via trade missions and product literature displays has proven effective. A low-cost, simple trade promotion vehicle, coordinated through state economic development agencies, the program typically assists small- and medium-sized infrequent exporters in making sales and establishing market representation in fast growing markets. State-recruited companies provide a state representative (who will physically represent them at an event) with product literature and other appropriate promotional materials, and identifies the kinds of business relationships they are seeking from foreign contacts.

Contact: Anita Blackman, Export Promotion Services, tel. (202) 482-4908, fax (202) 482-0115.

Catalog Exhibitions—Whether a company is looking for sales or representation overseas, catalog exhibitions

provide a low-cost, low-risk vehicle to generate leads. Using the resources of U.S. Embassies worldwide, product catalogs and videos are shown by Commerce Department commercial officers to potential agents, distributors, or buyers in selected world markets.

Contact: James Boney, Export Promotion Services, tel. (202) 482-3973, fax (202) 482-0115.

U.S. Travel and Tourism Administration

To carry out its travel development programs in international markets, USTTA has offices in Toronto, Montreal, Vancouver, Mexico City, Tokyo, Sydney, London, Paris, Frankfurt, Milan, Amsterdam, and Miami (to serve South America). Trade development activities in countries without direct USTTA representation are carried out in cooperation with Visit USA committees, comprised of representatives of the U.S. and international travel industry in those countries.

Contact: Don Wynegar, Deputy Assistant Secretary for Tourism Marketing, tel. (202) 482-4752, fax (202) 482-2887.

U.S. Department of State

Commercial and Economic Staffs—Department of State commercial and economic staffs provide political and economic briefings and advice on the business culture and practices of the host country to American firms. Their Foreign Service Officers are responsible for commercial work in 84 Embassies and 36 Consulates not covered by the US&FCS, and work closely with their US&FCS colleagues worldwide.

Contact: State Department Operator, tel. (202) 647-4000.

U.S. Department of Agriculture

Overseas Agricultural Trade Offices—The Foreign Agricultural Service (FAS) maintains 15 overseas agricultural trade offices to assist ex-

porters of U.S. farm and forest products in key overseas markets. The facilities vary depending on local conditions, but may include a trade library, conference rooms, office space, as well as kitchens for preparing product samples.

FAS maintains over 50 other overseas offices to represent U.S. agricultural interests. Most of these offices are located in U.S. Embassies.

Contact: AgExport Services Division, tel. (202) 720-6343, fax (202) 690-4374.

Trade Shows—The Foreign Agricultural Service sponsors about 15 major shows overseas annually and fills its pavilions on a first-come, first-served basis. The types of events include:

- **International Food Shows** held regularly in leading foreign markets. FAS participates in trade-oriented food and beverage expositions which attract exhibitors and buyers from many foreign countries.

- **Agent Food Exhibits** organized and managed by FAS offices overseas in cooperation with foreign agents of U.S. food companies. The exhibits usually are held in hotels, with the agents displaying the complete line of food products of the companies represented.

- **Agricultural and Livestock Shows** held worldwide. FAS offices organize exhibits featuring U.S. breeding stock, livestock genetics, and seeds at national agricultural shows.

Contact: Trade Show Office, tel. (202) 690-1182, fax (202) 690-4374.

Overseas Private Investment Corporation

Investment Missions—These events are held in developing countries offering excellent investment opportunities for U.S. firms. The investment missions introduce U.S. business executives to key business leaders, potential joint-venture partners, and senior foreign government officials in the host country.

Also, those looking for procurement and trade leads may find these missions helpful.

Contact: Peter H. Ballinger, Investment Missions, OPIC, tel. (202) 336-8628, fax (202) 408-5145 or fax (202) 408-5155.

Agency for International Development/Overseas Private Investment Corporation

Investment Missions (Sub-Saharan Africa)—Focusing on Sub-Saharan Africa, the Overseas Private Investment Corporation and Agency for International Development research and identify solid investment projects in Africa, and seek out American companies for potential joint ventures or business partnerships in carrying out those projects. AID provides financial support for OPIC to conduct investment missions and feasibility studies in Africa.

Contact: Michael Unger, AID Office of New Initiatives, tel. (202) 647-2995, fax (202) 647-7430, and Peter H. Ballinger, Overseas Private Investment Corporation, tel. (202) 336-8628, fax (202) 408-5145 or (202) 408-5155.

U.S. Information Agency

"Doing Business" Television Program—This half-hour monthly televised business program is sent by satellite to more than 100 countries, highlighting innovation and excellence in U.S. business. The program consists of segments on new products, services, and processes of interest to overseas buyers, as well as promising new research.

Contact: Paul Vamvas, Worldnet Television, tel. (202) 501-8450, fax (202) 501-6689.

A Basic Guide to Exporting

The 1992 edition of *A BASIC GUIDE TO EXPORTING* is available at Government Printing Office (GPO) bookstores across the country.

This publication helps business develop an export strategy, find economic market research, ship overseas, complete export documentation, respond to overseas inquiries, and take advantage of available government export assistance programs.

To order a copy, call (202) 783-3238. Ask for stock number 003-009-00604-0. The cost is \$9.50.

U.S. Government Domestic Trade Promotion Activities

U.S. Department of Commerce

International Trade Administration

Foreign Buyer Program—Supports major domestic trade shows featuring products and services of U.S. industries with high export potential. U.S. and Foreign Commercial Service officers worldwide recruit qualified foreign buyers to attend the shows. The shows are extensively publicized through U.S. Embassy and regional commercial newsletters, catalog-magazines, foreign trade associations, chambers of commerce, travel agents, government agencies, corporations, import agents, and equipment distributors in targeted markets.

An International Business Center is sponsored at each foreign buyer show, which provides interpreters, multilingual brochures, counseling, and private meeting rooms.

Contact: Bill Crawford, Export Promotion Services, tel. (202) 482-0481, fax (202) 482-0115.

U.S. Department of Transportation

Visitors Program—The Transportation Department maintains a foreign visitors program for officials interested in U.S. transportation policy and facilities.

Contacts: Bernestine Allen, International Transportation and Trade, tel. (202) 366-9515, fax (202) 366-7417; Nancy Angelo, Federal Aviation Administration, tel. (202) 267-8186, fax (202) 267-5306.

Small Business Administration

Office of International Trade—OIT works in cooperation with other federal agencies and public and private sector groups to encourage small business exports and to assist small businesses seeking to export. The office's outreach efforts include sponsoring and developing "how to" and market-specific

publications for exporters. OIT directs and coordinates the Small Business Administration's export initiatives, including the Export Legal Assistance Network (ELAN) and the Export Information System (XIS). It also promotes SBA's two loan guarantee programs designed specifically for international trade.

Contact: Office of International Trade, tel. (202) 205-6720, fax (202) 205-7272.

Trade and Development Agency

Technical Symposia—TDA sponsors a variety of technical symposia geared to meet the development needs of foreign countries. Conducted in cooperation with and co-funded by industry and other U.S. government agencies, these symposia are intended to familiarize foreign governments and industry with U.S. products and services and to encourage U.S. firms to export.

Contact: Carol Stillwell, Information Officer, tel. (703) 875-4357, fax (703) 875-4009.

Reverse Trade Missions—Although TDA does not fund traditional trade missions to foreign countries, it may fund visits to the United States by high-level foreign government officials to meet with U.S. industry and government representatives. These foreign officials represent procurement authorities of specific projects interested in purchasing U.S. equipment and services.

The missions are usually co-funded by U.S. industry.

Contact: Carol Stillwell, Information Officer, tel. (703) 875-4357, fax (703) 875-4009.

U.S. Information Agency

International Visitors Program—Foreign individuals or groups are brought to the United States for about one month. The programs feature visits by business leaders and foreign government officials who have the opportunity to meet with their U.S. government counterparts and U.S. business executives.

Contact: Office of International Visitors, tel. (202) 619-5217, fax (202) 205-0792.

Technical Assistance for U.S. Exporters

U.S. Department of Commerce

International Trade Administration

District Export Councils—Working alongside Commerce Department district offices, 50 DEC's bring 1,700 of the nation's top private sector representatives to advise exporters.

Contact: Your nearest Department of Commerce district office (see page 40 for list), or call 1-800-USA-TRADE.

National Oceanic and Atmospheric Administration

Inspection Certificates for Seafood Exports—The National Marine Fisheries Service conducts inspections and analyses of fishery commodities for export, and issues official U.S. government certificates attesting to the findings. Bilingual certificates can be provided for shipments to France and Belgium. These services are provided for a fee.

Contact: Richard Cano, National Marine Fisheries Service Inspection Services, tel. (301) 713-2355, fax (301) 588-4853.

Technology Administration

National Institute of Standards and Technology—NIST provides information about foreign standards and certification requirements and maintains a General Agreement on Tariffs and Trade (GATT) Hotline with a recording that reports on the latest technical notifications of proposed foreign regulations that may affect trade. NIST also assists U.S. exporters in identifying European Community standards and directives for products to be marketed to the EC. An EC Hotline provides information on directives and draft Committee European Normalization (CEN) and Committee European Normalization Electrotechnical (CENELEC) standards.

Contacts: National Center for Standards & Certification Information, tel. (301) 975-4040, fax (301) 926-1559; GATT Hotline, tel. (301) 975-4041; EC Hotline, tel. (301) 921-4164.

Metric Program, National Institutes of Standards and Technology—The metric program provides assistance on foreign metric import

regulations and on matters relating to the U.S. transition to the metric system; referrals to metric coordinators in other federal agencies, metric-related organizations, and state metric contacts; and information on metric standards.

Contact: Gary Carver, Metric Program, tel. (301) 975-3690, fax (301) 948-1416.

U.S. Department of Agriculture

Food Safety and Technical Services—This program coordinates Agriculture Department activities which focus on food safety regulations and other technical issues that may serve as barriers to international trade of U.S. agricultural products and commodities.

Contact: Lyle Sebranek, Office of Food Safety and Technical Services, tel. (202) 720-1301, fax (202) 690-0677.

Inspection Certificates for Food and Agricultural Exports—Several agencies within the Agriculture Department provide inspection services when certificates are required to clear imported products through overseas customs.

• **The Animal and Plant Health Inspection Service (APHIS)** offers potential exporters information concerning health and sanitation standards for animals, plants, and agricultural products both entering and exiting the United States.

Contact: Documents Management Branch, tel. (301) 436-7323, fax (301) 436-8455.

• **The Federal Grain Inspection Service (FGIS)** provides inspections under the U.S. Grain Standards Act and the Agricultural Marketing Act. FGIS also conducts mandatory inspections for all exported grain. Products examined by FGIS include rice, peas, beans, lentils, all grains, and grain-based processed products.

Contact: John Giler, Standards and Procedures Branch, tel. (202) 720-0252, fax (202) 720-1015.

• **The Food Safety and Inspection Service (FSIS)** guarantees that meat and poultry products are properly labeled and U.S. inspected and approved.

Contact: William Dubbert, Food

Safety and Inspection Service, tel. (202) 720-3473, fax (202) 690-3856.

Voluntary Food Quality Certification Service—This program provides contract review and assistance to United States firms in order to develop specifications on all food items that can be certified.

Contact: Roger L. Luttrell, Food Quality Assurance Staff, tel. (202) 720-9939, fax (202) 690-0102.

Transportation and Marketing Division—Provides publications and guidance to help exporters efficiently use transportation resources and maintain product quality in transit to country of destination.

Contact: Jim Caron, International Branch, tel. (202) 690-1314, fax (202) 690-1340.

U.S. Department of Transportation

Cooperation/Technology Sharing—The Transportation Department maintains an active program to gain access to and share technology and experience in all modes of transportation with other nations to reduce research costs and avoid duplication of parallel national efforts.

The program takes many forms: (1) exchanges of information and personnel; (2) seminars; and (3) complementary, task-sharing, or cost-sharing research.

Contact: Bernestine Allen, International Transportation and Trade, tel. (202) 366-4398, fax (202) 366-7417.

Technical Assistance—The Transportation Department provides technical assistance to developing countries on a wide range of problems in the areas of transportation policy, highways, aviation, rail, and ports. It also supports AID in its foreign aid development program.

Contacts: Bernestine Allen, International Transportation and Trade, tel. (202) 366-4398, fax (202) 366-7417; Herbert Bachner, Federal Aviation Administration, tel. (202) 267-3173, fax (202) 267-5306; John Cutrell, Federal Highway Administration, tel. (202) 366-0111, fax (202) 366-9626; Thomas Ferarra, Federal Railroad Administration, tel. (202) 366-0933, fax (202) 366-7688; James Treichel, Maritime Administration, tel. (202) 366-5773, fax (202) 366-3746.

U.S. Department of Treasury

ATA Carnet—The ATA Carnet is a special international customs document which may be used for temporary exports, particularly professional equipment and commercial samples, that are out of the country for less than one year. The Carnet is issued in lieu of the usual customs documents required and eliminates value-added taxes, duties, and temporary import bonds. Some 46 participating countries accept the carnet as a guarantee against the payment of customs duties which may become due on goods temporarily imported under a carnet and not reexported.

Contact: Jerrald Worley, International Affairs, U.S. Customs Service, tel. (202) 927-0440, fax (202) 927-6892.

Environmental Protection Agency

International Technology Transfer Activities—EPA helps promote the adoption and sale of U.S. environmental technologies and services abroad. It fosters the creation of environmental protection regimes and provides technical assistance, especially to developing countries, to help solve environmental problems. EPA also works to harmonize international environmental standards to ensure that U.S. industry does not suffer a competitive disadvantage.

Contact: Scott Bidner, Office of International Activities, tel. (202) 260-2087, fax (202) 260-4470.

Small Business Administration

Small Business Development Centers—SBDCs provide international trade managerial and technical assistance, research studies, and other types of specialized assistance to small business exporters.

Contact: Judy Dunn, Office of Small Business Development Centers, tel. (202) 205-6766, fax (202) 205-7727.

SCORE Program—One-on-one assistance is provided by members of the Service Corps of Retired Executives, many with years of practical experience in international trade. Specialists assist small firms in evaluating export potential.

Contact: Dave Buffam, National SCORE Office, tel. (202) 205-6762, fax (202) 205-7636.

Agency for International Development

International Executive Service Corps—AID has a multi-year commitment totaling \$20 million to support IESC activities. Composed of retired senior U.S. corporate executives, IESC provides technical assistance to businesses and organizations worldwide.

Contact: Russ Anderson, Office of Emerging Markets, tel. (202) 663-2384, fax (202) 663-2149.

Trade and Development Agency

Technical Assistance Trust Funds for U.S. Consultants—Funds available to finance consultancies and feasibility studies. To inquire about projects financed by World Bank or developing countries, contact:

• **African Development Bank:** Contact: Abidjan, Ivory Coast, tel. 011-225-204444, fax 011-225-217753. In Washington D.C., contact Bacl Haj Merghoub, tel. (202) 429-5160, fax (202) 659-4704.

• **World Bank/International Bank for Reconstruction and Development:** Funds are available to finance preparation and appraisal activities.

Contact: (202) 473-1795, fax (202) 676-0637.

• **International Finance Corporation:** The IFC finances project-related activities (sector surveys, feasibility studies).

Contact: Ursula Schmitz, Office of Consultant Liaison, tel. (202) 473-0642, fax (202) 334-8705.

Definitional Missions—After receiving a request to fund a major study for a new project, TDA usually hires a technically qualified U.S. consultant to visit the country and discuss the plan with the project sponsors.

Contact: Della Glenn, tel. (703) 875-4357, fax (703) 875-4009.

Feasibility Studies—Feasibility Studies assess the economic, financial, and technical viability of a potential project. The host countries must hire U.S. firms to undertake the detailed studies of the technical and economic feasibility of the proposed projects. The average size of feasibility study grant was nearly \$400,000.

Contact: Carol Stillwell, tel. (703) 875-4357, fax (703) 875-4009.

The International Trade Administration Has Many Services to Help U.S. Exporters

The U.S. government has a strong commitment to improving America's trade performance by expanding exports. Expanding exports is a national priority, and the Commerce Department's International Trade Administration (ITA) is the primary U.S. government agency responsible for assisting exporters. ITA carries out a broad array of export promotion activities through a team effort that blends together the essential areas of expertise needed to assist U.S. companies in foreign markets: industry experts, country specialists, and marketing professionals. These "export experts" work together through three units of ITA: International Economic Policy, Trade Development, and the U.S. and Foreign Commercial Service. Each unit plays a key role in the overall export promotion effort. Following is a brief description of how each unit helps U.S. exporters. (ITA has a fourth unit, Import Administration, that provides a process by which American manufacturers or workers can ask the government to determine whether they are the victims of unfair trade practices and to prescribe a remedy for them.)

US&FCS

Through the International Trade Administration's U.S. and Foreign Commercial Service (US&FCS) network, a company has access to export assistance available from the U.S. Department of Commerce. This includes practical information about overseas market opportunities developed by commercial officers abroad. The US&FCS district offices also can direct companies toward other government and private sector export services.

In the United States, the US&FCS, composed of 47 district offices and 21 branch offices in cities throughout the United States and in Puerto Rico, provides information and professional export counseling to business people.

Each district office is headed by a director and supported by trade specialists and other staff. These professionals can help a company evaluate its market potential overseas. District office trade specialists reach out to businesses with export potential, conducting more than 60,000 one-on-one counseling sessions with U.S. companies every year. Most business clients work with one trade specialist in their local office throughout their exporting experience. This close working relationship enables your trade specialist to develop an in-depth understanding of your export needs.

Drawing from a large commercial data base fed by US&FCS commercial officers overseas, trade specialists can develop marketing packages for individual companies, individually tailored to the firm's specific products or services and oriented to its marketing goals. Also, most district offices maintain an extensive business library containing useful Commerce Department reports.

Trade specialists conduct export workshops, conferences, and seminars in their specific areas, and keep business people posted on upcoming domestic and overseas trade events that offer good potential for

promoting American products or services.

The District offices work closely with a nationwide network of District Export Councils (DECs). The 50 DECs are business and trade experts who help U.S. firms enter the export field. (*See the article on DECs on page 29.*)

Much of the information about trends and actual trade leads in foreign countries is gathered on-site by the commercial officers of the US&FCS. These commercial officers are assigned to the commercial sections of the U.S. embassies and consulates worldwide. About half of the approximately 181 American officers working in 66 countries (with 131 offices) have been hired directly from the private sector, many with international trade experience. They understand firsthand the problems encountered by U.S. companies in their efforts to trade abroad.

In addition, a valued asset of the US&FCS is a group of about 539 foreign nationals who provide continuity in commercial programs. The staffs provide a range of services to help companies sell overseas; they do on-the-spot market research, including customized individual studies; search for sales leads, qualified agents, and distributors; make appointments with key buyers and government officials; and counsel firms frustrated by trade barriers. They speak the host-country language, understand local customs, traditions, and trade regulations, and can be a particularly valuable resource for Americans visiting overseas markets.

The local U.S. and Foreign Commercial Service district office should be an exporter's first contact for export information and assistance. Contact information for all US&FCS district offices is listed on page 40. You can also call the Commerce Department's Trade Information Center at 1-800-USA-TRADE for the phone number of the office nearest you.

Trade Development

ITA's Trade Development (TD) unit promotes the trade interests of U.S. industries and offers information on markets and trade practices worldwide. Organized along industry-sector lines, TD gives industry a focal point within the Department of Commerce. The organization is divided into four sectoral units: Basic Industries; Service Industries and Finance; Technology and Aerospace Industries; and Textile, Apparel, and Consumer Goods Industries.

The industry desk officers who serve in these specialized sectoral units promote exports of their industries through trade exhibitions and missions, marketing seminars, strategic business counseling, and information on market opportunities. They work directly with their industries, trade associations, and other federal, state and local agencies to plan international marketing programs, develop policy positions, and participate in international negotiations aimed at removing trade barriers and opening markets.

The industry desk officers, their telephone numbers, and the industries they cover are listed on pages 26-28.

Three offices provide additional support for U.S. exporters. The Office of Trade and Economic Analysis develops useful data for export-minded firms on subjects such as state exports, U.S. trade performance, and international direct investment. The Office of Planning, Coordination, and Resource Management provides analytical support for the implementation of U.S. trade law and agreements. It also administers the Market Development Cooperator Program, a pilot program of cooperative agreements between U.S. firms and ITA, which is designed to assist U.S. firms develop, maintain, and expand exports.

The Office of Export Promotion Coordination has responsibility for overall coordination of TD's export promotion programs. It operates the Trade Information Center, a "one-stop shop" for export assistance from the federal government, coordinates the Japan Corporate Program, and provides staff support for federal advisory committees and small businesses.

Through close contact and cooperation with U.S. industries, Trade Development:

- Identifies trade, finance, and investment opportunities for U.S. business;
- Develops trade policies and initiatives to increase sectoral exports and reduce or remove barriers affecting the competitiveness of U.S. industries;
- Initiates trade promotion strategies that will allow U.S. firms to take advantage of ever-expanding sales opportunities in the world market;
- Acts as a resource center for the architectural, engineering, and construction industries, providing firms access to information on major construction projects overseas;
- Chairs the Committee for the Implementation of

Textile Agreements (CITA), an interagency committee which sets limits to control the growth of textile and apparel imports;

- Handles the U.S.-Russia Business Development Committee sector-specific working groups, designed to promote U.S. exports to the Newly Independent States; and

- Promotes the formation and use of export trading and management companies and, in addition, produces *The Export Yellow Pages*, a guide for U.S. companies interested or involved in international trade.

For more information about Trade Development and the services it provides to U.S. exporters, call 1-800-USA-TRADE.

International Economic Policy

Country desk officers in ITA's International Economic Policy unit are an excellent source of information on trade and investment potential in specific countries. Every country in the world has a country desk officer assigned to it. These specialists can look at the needs of an individual U.S. firm wishing to sell in a particular country in the full context of that country's overall economy, trade policies, and political situation, and also in light of U.S. policies toward that country. Desk officers keep up-to-date on the economic and commercial conditions in their assigned countries. Each collects information on the country's regulations, tariffs, business practices, economic and political developments, trade data and trends, market size, and growth. In this way, each keeps tabs on the country's potential as a market for U.S. products.

Country desk officers seek to remove obstacles to U.S. commercial activities in their assigned countries. They develop and recommend trade and investment policy positions for the Department of Commerce and represent the Department in government-to-government discussions of the issues. They participate in negotiations of trade and investment agreements, drawing on their country expertise and the policy guidance they have received during deliberations.

IEP's Office of Multilateral Affairs takes part in negotiations involving a number of countries, such as the 108-nation Uruguay Round of trade negotiations. It assists in matters related to the United Nations Conference on Trade and Development (UNCTAD) and the Organization for Economic Cooperation and Development (OECD). The office also coordinates Commerce Department positions on Section 301 unfair trade practice cases.

To get in touch with any of International Economic Policy's country desk officers, or for information about other services it offers, call 1-800-USA-TRADE. The country desk officers, and their telephone and room numbers, are listed on pages 24-25.

Listing of Country Desk Officers

Country	Desk Officer	Phone	Room	Country	Desk Officer	Phone	Room
A				Djibouti	Chandra Watkins	482-4564	3323
Afghanistan	Timothy Gilman	482-2954	2308	Dominica	Michelle Brooks	482-2527	2039
Albania	Lynn Fabrizio	482-4915	3413	Dominican Republic	Mark Siegelman	482-5680	2039
Algeria	Christopher Cerone/ Claude Clement	482-1860 482-5545	2029B 2033	E			
Angola	Finn Holm-Olsen	482-4228	3321	Ecuador	Paul Moore	482-1659	2037
Anguilla	Michelle Brooks	482-2527	2039	Egypt	Thomas Sams/ Corey Wright	482-1860 482-5506	2029B 2033
Argentina	Randy Mye	482-1548	3021	El Salvador	Helen Lee	482-2528	2039
Aruba	Michelle Brooks	482-2527	2039	Equatorial Guinea	Philip Michelini	482-4388	3323
ASEAN	George Paine	482-3647	2032	Ethiopia	Chandra Watkins	482-4564	3323
Asia (Central)	Pam Feodoroff	482-2042	3316	European Community	Charles Ludolph	482-5276	3036
Antigua/Barbuda	Michelle Brooks	482-2527	2039	F			
Australia	Gary Bouck/ William Golike	482-3646 482-3646	2036 2036	Finland	Maryanne Kendall	482-3254	3037
Austria	Philip Combs	482-2920	3039	France	Elena Mikalis	482-6008	3037
B				G			
Bahamas	Mark Siegelman	482-5680	2039	Gabon	Debra Henke	482-5149	3321
Bahrain	Claude Clement/ Christopher Cerone	482-5545 482-1860	2033 2029B	Gambia	Philip Michelini	482-4388	3323
Balkan States	Jeremy Keller	482-4915	4313	Germany	Brenda Fisher/ John Larsen	482-2435 482-2434	3409 3409
Bangladesh	John Simmons	482-2954	2308	Ghana	Debra Henke	482-5149	3321
Barbados	Michelle Brooks	482-2527	2039	Greece	Ann Corro	482-3945	3042
Belgium	Simon Bensimon	482-5401	3039	Grenada	Michelle Brooks	482-2527	2039
Belize	Michelle Brooks	482-2527	2039	Guadeloupe	Michelle Brooks	482-2527	2039
Benin	Debra Henke	482-5149	3321	Guatemala	Helen Lee	482-2528	2039
Bermuda	Michelle Brooks	482-2527	2039	Guinea	Philip Michelini	482-4388	3323
Bhutan	Timothy Gilman	482-2954	2308	Guinea-Bissau	Philip Michelini	482-4388	3323
Bolivia	Rebecca Hunt	482-2521	2037	Guyana	Michelle Brooks	482-2527	2039
Botswana	Finn Holm-Olsen	482-4228	3321	H			
Brazil	Horace Jennings/ Larry Farris	482-3872 482-3871	3019 3019	Haiti	Mark Siegelman	482-5680	2039
Brunei	Raphael Cung	482-3647	2032	Honduras	Helen Lee	482-2528	2039
Bulgaria	Jeremy Keller/ Lynn Fabrizio	482-4915 482-4915	3413 3413	Hong Kong	Sheila Baker	482-3932	2317
Burkina Faso	Philip Michelini	482-4388	3323	Hungary	Brian Toohey	482-4915	3413
Burma (Myanmar)	George Paine	482-3647	2032	I			
Burundi	Philip Michelini	482-4388	3323	Iceland	Maryanne Kendall	482-3254	3037
C				India	John Crown/ John Simmons/ Timothy Gilman	482-2954 482-3647	2308 2032
Cambodia	Hong-Phong Pho	482-3647	2308	Indonesia	Karen Goddin	482-1860	2029B
Cameroon	Debra Henke	482-5149	3321	Iran	Paul Thanos/ Kate FitzGerald-Wilks	482-4652 482-4652	2033 2033
Canada	Jonathan Doh	482-3101	3033	Iraq	Thomas Sams/ Corey Wright	482-1860 482-5506	2029B 2033
Cape Verde	Philip Michelini	482-4388	3323	Ireland	Boyce Fitzpatrick	482-2177	3045
Cayman Islands	Michelle Brooks	482-2527	2039	Israel	Paul Thanos	482-1086	2029B
Central Africa Rep.	Debra Henke	482-5149	3317	Italy	Kate FitzGerald-Wilks	482-4652	2033
Chad	Philip Michelini	482-4388	3323		Boyce Fitzpatrick	482-2177	3045
Chile	Roger Turner	482-1495	3021	J			
China (Southern)	Sheila Baker	482-3932	2317	Jamaica	Mark Siegelman	482-5680	2039
Colombia	Paul Moore	482-1659	2037	Japan	Ed Leslie/ Cantwell Walsh/Eric Kennedy/ Cynthia Campbell/ Allan Christain	482-2425 482-5506	2318 2033
Comoros	Chandra Watkins	482-4564	3323	Jordan	Thomas Sams	482-1850	2029B
Congo	Debra Henke	482-5149	3321				
Costa Rica	Mark Siegelman	482-5680	2039				
Cote d'Ivoire	Philip Michelini	482-4388	3323				
Cuba	Mark Siegelman	482-5680	2039				
Cyprus	Ann Corro	482-3945	3042				
Czechoslovakia	Mark Mowrey	482-4915	3413				
D							
Denmark	Maryanne Kendall	482-3254	3037				

The area code for telephoning these desk officers from outside Washington, D.C. is 202. Letters should be addressed to the individual at his or her room number, U.S. Department of Commerce, Washington, D.C. 20230.

Country	Desk Officer	Phone	Room	Country	Desk Officer	Phone	Room
K				R			
Kenya	Chandra Watkins	482-4564	3323	Romania	Lynn Fabrizio	482-4915	3413
Korea	Dan Duvall/ Jeffrey Donius	482-4957	2327	Rwanda	Philip Michelini	482-4388	3323
Kuwait	Corey Wright/ Thomas Sams	482-5506	2033	Russia	Tim Smith	482-0988	3316
		482-1860	2029B				
L				S			
Laos	Hong-Phong B. Pho	482-3647	2308	Sao Tome & Principe	Philip Michelini	482-4388	3323
Lebanon	Corey Wright/ Thomas Sams	482-5506	2033	Saudi Arabia	Christopher Cerone/ Claude Clement	482-1860	2029B
		482-1860	2029B				
Lesotho	Finn Holm-Olsen	482-4228	3321	Senegal	Philip Michelini	482-4388	3323
Luxembourg	Simon Bensimon	482-5401	3039	Seychelles	Chandra Watkins	482-4564	3323
Liberia	Philip Michelini	482-4388	3323	Sierra Leone	Philip Michelini	482-4388	3323
Libya	Claude Clement/ Christopher Cerone	482-5545	2033	Singapore	Raphael Cung	482-3647	2032
		482-1860	2029B	Slovak Republics	Mark Mowrey	482-4915	3413
M				Somalia	Chandra Watkins	482-4564	3323
Macau	Sheila Baker	482-4681	2317	South Africa	Emily Solomon	482-5148	3321
Madagascar	Chandra Watkins	482-4564	3323	Spain	Mary Beth Double	482-4508	3045
Malawi	Finn Holm-Olsen	482-4228	3321	Sri Lanka	John Simmons	482-2954	2308
Malaysia	Raphael Cung	482-3647	2032	St. Barthelemy	Michelle Brooks	482-2527	2039
Maldives	John Simmons	482-2954	2308	St. Kitts-Nevis	Michelle Brooks	482-2527	2039
Mali	Philip Michelini	482-4388	3323	St. Lucia	Michelle Brooks	482-2527	2039
Malta	Robert McLaughlin	482-3748	3049	St. Martin	Michelle Brooks	482-2527	2039
Martinique	Michelle Brooks	482-4564	3323	St. Vincent Grenadines	Michelle Brooks	482-2527	2039
Mauritania	Philip Michelini	482-4388	3323				
	Chandra Watkins	482-4564	3323	Sudan	Chandra Watkins	482-4564	3323
Mauritius	Chandra Watkins	482-4564	3323	Suriname	Michelle Brooks	482-2527	2039
Mexico	Rebecca Bannister	482-0300	3022	Swaziland	Finn Holm-Olsen	482-4228	3321
Mongolia	Sheila Baker	482-3932	2317	Sweden	James Devlin	482-4414	3037
Montserrat	Michelle Brooks	482-2527	2039	Switzerland	Philip Combs	482-2920	3037
Morocco	Claude Clement/ Christopher Cerone	482-5545	2033	Syria	Corey Wright/ Thomas Sams	482-5506	2033
		482-1860	2029B			482-1860	2029B
Mozambique	Finn Holm-Olsen	482-4228	3321				
N				T			
Namibia	Finn Holm-Olsen	482-4228	3321	Taiwan	Ian Davis/Dan Duvall/ Robert Chu	482-4957	2327
Nepal	Timothy Gilman	482-2954	2308			482-4957	2327
Netherlands	Simon Bensimon	482-5401	3039	Tanzania	Finn Holm-Olsen	482-4228	3321
Netherlands Antilles	Michelle Brooks	482-2527	2039	Thailand	Jean Kelly	482-3647	2032
New Zealand	William Golike/ Gary Bouck	482-3646	2032	Togo	Debra Henke	482-5149	3321
		482-3646	2036	Trinidad & Tobago	Michelle Brooks	482-2527	2039
Nicaragua	Jay Dowling	482-1648	2039	Tunisia	Corey Wright/ Thomas Sams	482-5506	2029B
Niger	Philip Michelini	482-4388	3323			482-1860	2033
Nigeria	Debra Henke	482-5149	3321	Turkey	Heidi Lamb	482-5373	3049
Norway	James Devlin	482-4414	3037	Turks/ Caicos Islands	Mark Siegelman	482-5680	2039
O							
Oman	Paul Thanos/ Kate FitzGerald-Wilks	482-1860	2029B	U			
		482-4652	2033	Ukraine	Chris Lucyk	482-2018	2062
P				Uganda	Chandra Watkins	482-4564	3323
Pacific Islands	William Golike/ Gary Bouck	482-3646	2032	United Arab Emirates	Claude Clement/ Christopher Cerone	482-5545	2033
		482-3647	2036	United Kingdom	Robert McLaughlin	482-1860	2029B
Pakistan	Timothy Gilman	482-2954	2308	Uruguay	Roger Turner	482-3748	3049
Panama	Helen Lee	482-2528	3021			482-1495	3021
Paraguay	Randy Mye	482-1548	2039	V, W			
People's Republic of China	Cheryl McQueen/ Laura McCall	482-3932	2317	Venezuela	Laura Zeiger-Hatfield	482-4303	2037
		482-3583	2317	Vietnam	Hong-Phong B. Pho	482-3647	2032
Peru	Rebecca Hunt	482-2521	2037	Virgin Islands (UK)	Michelle Brooks	482-2527	2039
Philippines	George Paine	482-3647	2032	Virgin Islands (US)	Mark Siegelman	482-5680	2039
Poland	Audrey Zuck	482-4915	3413				
Portugal	Ann Corro	482-3945	3042	X, Y			
Puerto Rico	Mark Siegelman	482-5680	2039	Yemen, Republic of	Paul Thanos/ Kate FitzGerald-Wilks	482-1860	2029B
						482-4652	2033
Q				Z			
Qatar	Paul Thanos/ Kate FitzGerald-Wilks	482-1850	2029B	Zaire	Philip Michelini	482-4388	3323
		482-4652	2033	Zambia	Finn Holm-Olsen	482-4228	3321
				Zimbabwe	Finn Holm-Olsen	482-4228	3321

Listing of ITA Industry Desks

INDUSTRY CONTACT PHONE
(202) 482-

A

Abrasive Products	Presbury, Graylin	5158
Accounting	Chittum, J Marc	0345
Adhesives/Sealants	Prat, Raimundo	0128
Advertising	Elliott, Frederick	1134
Aerospace Financing Issues	Jackson, Jeff	4222
Aerospace Industry Analysis	Bender, Juliet	4222
Aerospace Market Development	Largay, Tony	2835
Aerospace-Space Programs	Mowry, Clay	4222
Aerospace Trade Policy	Bender, Juliet	4222
Agribusiness (Major Proj)	White, Barbara	4160
Agricultural Chemicals	Maxey, Francis P	0128
Agricultural Machinery	Wiening, Mary	4708
Air Couriers	Elliott, Frederick	3734
Air Conditioning Eqmt	Vacant	5126
Air, Gas Compressors	McDonald, Edward	0680
Air, Gas Compressors (Trade Promo)	Zanetakos, George	0552
Air Pollution Control Eqmt	Jonkers, Loretta	0584
Aircraft & Aircraft Engines	Smerkanich, Audrey	1228
Aircraft Auxiliary Eqmt	Smerkanich, Audrey	1228
Aircraft Parts (Market Support)	Smerkanich, Audrey	1228
Aircraft Parts/Aux Eqmt (Trade Promo)	Largay, Tony	2835
Airlines	Johnson, C William	5071
Airport Eqmt	Pederson, Heather	1228
Airport Eqmt (Trade Promo)	Largay, Tony	2835
Airports (Major Proj)	Smith, Jay L	4642
Air Traffic Control Eqmt	Pederson, Heather	1228
Alcoholic Beverages	Kenney, Cornelius	2428
Alum Sheet, Plate/Foil	Cammarota, David	5157
Alum Forgings, Electro	Cammarota, David	5157
Aluminum Extrud Alum Rolling	Cammarota, David	5157
Analytical Instruments	Nealon, Marguerite	3411
Analytical & Scientific Instruments (Trade Promo)	Manzollilo, Franc	2991
Apparel	Dulka, William J	4058
Apparel (Trade Promo)	Molnar, Ferenc	2043
Asbestos/Cement Prod	Pitcher, Charles B	0132
Audio Visual Services	Siegmund, John	4781
Auto Parts & Supplies	Reck, Robert O	1418
Auto Parts (Trade Promo)	White, John C	0671
Auto Industry Affairs	Keitz, Stuart	0554
Air Transport Services	Johnson, C William	5071
Avionics Marketing	Pederson, Heather	1228

B

Bakery Products	Janis, William V	2250
Ball Bearings	Reise, Richard	3489
Banking Services	Shuman, John	3050
Basic Paper & Board Mfg	Smith, Leonard S	0375
Bauxite, Alumina, Prim Alum	Cammarota, David	5157
Beer	Kenney, Cornelius	2428
Beltting & Hose	Prat, Raimundo	0128
Beryllium	Malés, Barbara	0606
Beverages	Kenney, Cornelius	2428
Bicycles	Vanderwolf, John	0348

INDUSTRY CONTACT PHONE
(202) 482-

Biomass Energy Eqmt

Biotechnology	Garden, Les	0556
Boats, Pleasure	Arakaki, Emily	0128
Books	Vanderwolf, John	0348
Books (Export Promo)	Lofquist, William S	0379
Broadcasting Eqmt	Kimmel, Ed	3640
Brooms & Brushes	Rettig, Theresa	4466
Breakfast Cereal	Harris, John M	1178
Bridges (Major Proj)	Janis, William V	2250
Broadcasting Eqmt	Smith, Jay L	4642
Building Materials & Construction	Rettig, Theresa	4466
Business Forms	Pitcher, Charles B	0132
	Bratland, Rose Marie	0380

C

CAD/CAM/CAE/CASE/CAM	Swann, Vera	0396
Canned Food Products	Janis, William V	2250
Carbon Black	Prat, Raimundo	0128
Cellular Radio	Gossack, Linda	4466
Telephone Eqmt		
Cement	Pitcher, Charles B	0132
Cement Plants (Major Proj)	Brandes, Jay	3352
Chemical Indust Mach	Shaw, Eugene	3494
Chemical Plants (Major Proj)	Brandes, Jay	3352
Chemicals & Allied Products	Kelly, Michael	0128
Chinaware	Bratland, Rose Marie	0380
Civil Aircraft Agreement	Bender, Juliet	4222
Civil Aviation Policy	Johnson, C William	5071
Coal Exports	Rasmussen, John	1466
Cobalt	Presbury, Graylin	5158
Commercial Aircraft (Trade Policy)	Bender, Juliet	4222
Commercial Lighting Fixtures	Bodson, John	0681
Commercial/Indus Refrig Eqmt	Vacant	5126
Commercial Printing	Lofquist, William S	0379
Commercialization of Space (Market)	Mowry, Clay	4222
Computer Consulting	Atkins, Robert G	4781
Computer and DP Services	Atkins, Robert G	4781
Computer Software	Inoussa, Mary C	5820
Computer Systems	Hijkata, Heidi	0571
Computers (Large Scale)	Miles, Timothy O	2990
Computers (Personal)	Streeter, Jonathan	0572
Computers (Portable)	Woods, R Clay	3013
Computers (Trade Promo)	Hoffman, Heidi	2053
Computers (Workstations)	Fogg, Judy A	4936
Confectionery Products	Hoffman, Heidi	2053
Construction	Kenney, Cornelius	2428
Construction Machinery (Large, Off Road)	MacAuley, Patrick	0132
Consumer Electronics	Heimowitz, Leonard	0558
Consumer Goods	Fleming, Howard	5163
Containers & Packaging	Bodansky, Harry	5783
Conveyors & Conveying Eqmt	Cosslett, Patrick	5125
Copper	Wiening, Mary	4708
Cosmetics (Export Promo)	Malés, Barbara	0606
Countertrade Services	Kimmel, Ed	3640
Cutlery	Mitchell, Paula	4471
	Verzani, Pompiliu	4434
	Bratland, Rose Marie	0380

INDUSTRY CONTACT PHONE
(202) 482-

D

Dairy Products	Janis, William V	2250
Data Base Services	Inoussa, Mary C	5820
Data Processing Services	Atkins, Robert G	4781
Dental Eqmt	Eyring, Patricia	2846
Dental Eqmt (Trade Promo)	Keen, George	2010
Desalination/Water Reuse	Wheeler, Frederica	3509
Direct Marketing	Elliott, Frederick	1134
Distilled Spirits	Kenney, Cornelius	2428
Disk Drives	Valverde, Daniel	0571
Dolls	Hodgen, Donald	3346
Drugs	Hurt, William	0128
Durable Consumer Goods	Ellis, Kevin	1176

E

Earthenware	Bratland, Rose Marie	0380
Education Facilities (Major Proj)	White, Barbara	4160
Educational, Training	Chandersekaran, Achamma	1316
Electric Industrial Apparatus Nec	Bodson, John	0681
Elec, Power Gen, Transmission & Dist Eqmt (Trade Promo)	Kostalas, Anthony	2390
Electrical Power Plants (Major Proj)	Dollison, Robert	2733
Electrical Test & Measuring Inst	Finn, Erin	2795
Electricity	Sugg, William	1466
ElectroOptical Instruments (Trade Promo)	Manzollilo, Franc	2991
ElectroOptical Inst	Nealon, Marguerite	3411
Electronic Components	Mussehl-Aziz, Judee	0429
Electronic Components, Production & Test Eqmt (Trade Promo)	Ruffin, Marlene	0570
Electronic Database Services	Inoussa, Mary C	5820
Elevators, Moving Stairways	Wiening, Mary	4708
Energy (Commodities)	Yancik, Joseph J	1466
Energy, Renewable	Garden, Les	0556
Entertainment Industries	Siegmund, John	4781
Environment Industry	Greer, Damon	0614
	Mack, Mildred	0618
	Vial, Catherine P	0617
Explosives	Maxey, Francis P	0128
Export Trading Companies	Stow, Don	5131

F

Fabricated Metal Construction Materials	Williams, Franklin	0132
Factoring & Forfeiting	Ring, Mary Ann	4472
Farm Machinery	Wiening, Mary	4708
Fasteners (Industrial)	Reise, Richard	3489
Fats and Oils	Janis, William V	2250
Fencing (Metal)	MacAuley, Patrick	0132
Ferroalloys Products	Presbury, Graylin	5158
Ferrous Scrap	Bell, Charles	0608
Fertilizers	Maxey, Francis P	0128
Fiber Optics	Mocenigo, Anthony	4466
Filters/Purifying Eqmt	Jonkers, Loretta	0564
Finance & Management Indus	Candilis, Wray O	0339

PHONE
INDUSTRY CONTACT (202) 482-

Flat Panel Displays Hoffman, Heidi M 2053
Flexible Mfg Systems Pilaroscia, Megan 0609
Floor Covering, Hard MacAuley, Patrick 0132
Surfaced
Flour Janis, William V 2250
Fluid Power McDonald, Edward 0680
Food Products Shaw, Eugene 3494
Machinery
Food Retailing Kenney, Cornelius 2428
Footwear Byron, James E 4034
Forest Products Stanley, Gary 0375
Forest Products, Kristensen, Chris 0384
Domestic Const
Forest Products (Trade Stanley, Gary 0375
Policy)
Forestry/Weedworking Reiley, Robert 0680
Eqmt
Forgings Semifinished Bell, Charles 0608
Steel
Fossil Fuel Power Dollison, Robert 2733
Generation (Major Proj)
Foundry Industry Bell, Charles 0609
Fruits Janis, William V 2250
Frozen Foods Products Janis, William V 2250
Fur Goods Byron, James E 4034
Furniture Hodgen, Donald 3346

G
Gallium Cammarota, David 5157
Games & Children's Hodgen, Donald 3346
Vehicles
Gaskets/Gasketing Reise, Richard 3489
Materials
General Aviation Green, Ron 4222
Aircraft
Geothermal Energy Garden, Les 0556
Eqmt
Germanium Cammarota, David 5157
Glass, Flat Williams, Franklin 0132
Glassware Bratland, Rose Marie 0380
Gloves (Work & Dress) Byron, James E 4034
Giftware (Trade Promo) Beckham, Reginald 5478
Grain Mill Products Janis, William V 2250
Greeting Cards Bratland, Rose Marie 0380
Grocery Retailing Kenney, Cornelius 2428
Ground Water Wheeler, Frederica 3509
Exploration & Dev

H
Hand Saws, Saw Abrahams, Edward 0312
Blades
Hand/Edge Tools Ex Abrahams, Edward 0312
Mach TV/Saws
Handbags Byron, James E 4034
Hardware (Export Beckham, Reginald 5478
Promo)
Health Care Services Francis, Simon 0350
Helicopters Green, Ron 4222
Helicopters (Market Largay, Tony 1228
Support)
High Tech Trade, U.S. Hatter, Victoria L 3913
Competitiveness
Highways (Major Proj) Smith, Jay L 4642
Hoists, Overhead Wiening, Mary 4708
Cranes
Hose & Belting Prat, Raimundo 0128
Hospitals (Major Proj) Haraguchi, Wallace 4877
Hotel & Restaurants/ Kimmel, Edward K 3640
Eqmt (Export Promo)
Hotels And Motels Sousane, J Richard 4582
Household Appliances Harns, John M 1178
Household Appliances Beckham, Reginald 5478
(Export Promo)
Household Furniture Hodgen, Donald 3346
Housewares (Export Beckham, Reginald 5478
Promo)
Housing Construction, Pitcher, Charles B 0132
Domestic
Housing Construction, Cosslett, Patrick 5125
International
Hydroelectric Power Dollison, Robert 2733
(Major Proj)

PHONE
INDUSTRY CONTACT (202) 482-

I
Industrial Controls Bodson, John 0681
Industrial Drives, Gears Reise, Richard 3489
Industrial Organic Hurt, William 0128
Chemicals
Industrial Process Nealson, Marguerite 3411
Controls
Industrial Robots Pilaroscia, Megan 0609
Industrial Trucks Wiening, Mary 4608
Information Services Inoussa, Mary C 5820
Insulation MacAuley, Patrick 0132
Insurance McAdam, M Bruce 0346
Muir, S Cassin 0349
Siegmund, John E 4781
Intellectual Property
Rights (Services)
Irrigation Eqmt Wheeler, Frederica 3509

J
Jams & Jellies Janis, William V 2250
Jewelry Harns, John M 1178
Jewelry (Trade Promo) Beckham, Reginald 5478
Jute Products D'Andrea, Maria 4058

K
Kitchen Cabinets Wise, Barbara 0375

L
Laboratory Instruments Nealson, Marguerite 8411
Laboratory Instruments Manzolillo, Franc 2991
(Trade Promo)

Lasers (Trade Promo) Manzolillo, Franc 2991
Lawn & Garden Eqmt Hodgen, Donald 3346
Lead Products Larrabee, David 0607
Leasing (Eqmt) Uzzelle, Elnora 3855
Leather Tanning Byron, James E 4034
Leather Products Byron, James E 4034
Legal Services Chittum, J Marc 0345
LNG Plants (Major Brandes, Jay 3352
Proj)
Local Area Networks Spathopoulos, Vivian 0572
Logs, Wood Wise, Barbara 0375
Luggage Byron, James E 4034
Lumber Wise, Barbara 0375

M
Machine Tool Abrahams, Edward 0312
Accessories
Magazines Bratland, Rose Marie 0380
Magnesium Cammarota, David 5157
Management Chittum, J Marc 0345
Consulting
Manifold Business Bratland, Rose Marie 0380
Forms

Manmade Fiber Dulka, William J 4058
Margarine Janis, William V 2250
Marine Recreational Beckham, Reginald 5478
Eqmt (Trade Promo)
Marine Insurance Johnson, C William 5012
Maritime Shipping Johnson, C William 5012
Mass Transit (Major Smith, Jay L 4642
Proj)
Mattresses & Bedding Hodgen, Donald 3346
Meat Products Janis, William V 2250
Meek Power Reise, Richard 3489
Transmission Eqmt
Medical/Dental Eqmt Eyring, Patricia 2846
Medical/Dental Eqmt Rathmell, Gregory 2796
(Special Proj)

Medical Eqmt Edwards, Matthew 0550
Kader, Victoria 4073
Haraguchi, Wallace 4877
Medical Facilities
(Major Proj)

Medical Instruments & Keen, George B 2010
Eqmt (Trade Promo)
Metal Building Williams, Franklin 0132
Products
Metal Cookware Bratland, Rose Marie 0380
Metal Cutting Machine Pilaroscia, Megan 0609
Tools
Metal Forming Machine Pilaroscia, Megan 0609
Tools
Metal Powders Malés, Barbara 0606
Metals, Secondary Cammarota, David 5157
Metalworking Mearman, John 0315

PHONE
INDUSTRY CONTACT (202) 482-

Microelectronics Donnelly, Margaret T 5466
Microwave Neff, Carrie 4466
Communications
Millwork Williams, Franklin 0132
Mineral Based Pitcher, Charles B 0132
Construction
Materials (Clay, Concrete, Gypsum Asphalt, Stone)
Mining Machinery McDonald, Edward 0680
Mining Machinery Zanetakos, George 0552
(Trade Promo)
Mining (Major Proj) Brandes, Jay 3352
Miscellaneous Lofquist, William S 0379
Publishing
Mobile Homes Cosslett, Patrick 5125
Mobile Radios Neff, Carrie 4466
Molybdenum Presbury, Graylin 5158
Monorails (Industrial) Wiening, Mary 4708
Motion Pictures Siegmund, John 4781
Motor Vehicles Warner, Albert T 0669
Motorcycles Vanderwolf, John 0348
Motors, Electric Bodson, John 0681
Music Siegmund, John 4781
Musical Instruments Harris, John M 1178
Mutual Funds Muir, S Cassin 0349

N
NATO Kemper, Alexis 4466
Natural Gas Gillett, Tom 1466
Natural, Synthetic Prat, Raimundo 0128
Rubber
Newspapers Bratland, Rose Marie 0380
Nickel Products Presbury, Graylin 5158
Non-alcoholic Kenney, Cornelius 2428
Beverages
Noncurrent Carrying Bodson, John 0681
Wiring Devices
Nondurable Consumer Simon, Les 0341
Goods
Nonferrous Metals Cammarota, David 5157
Nonresidential Constr MacAuley, Patrick 0132
Nuclear Power Plants, Greer, Damon 0614
Machinery
Nuclear Power Plants Dollison, Robert 2733
(Major Proj)
Numerical Controls For Vacant 0314
Mach Tools
Nuts, Bolts, Washers Reise, Richard 3489

O
Ocean Shipping Johnson, C William 5012
Office Buildings (Major Haraguchi, Wallace 4877
Proj)
Office Furniture Hodgen, Donald 3346
Oil & Gas Brandes, Jay 3352
Development &
Refining
(Major Proj)
Oil & Gas (Fuels Only) Gillett, Tom 1466
Oil/Gas Field McDonald, Edward 0680
Machinery
Oil/Gas Field Mach Miles, Max 0679
(Trade Promo)
Outdoor Lighting Bodson, John 0681
Fixtures
Outdoor Power Eqmt Hodgen, Donald 3346

P
Packaging & Cosslett, Patrick 5125
Containers
Packaging Machinery Shaw, Eugene 3494
Paints/Coatings Prat, Raimundo 0128
Paper Stanley, Gary 0375
Paper & Board Stanley, Gary 0375
Packaging
Paper Industries Mach Abrahams, Edward 0312
Pasta Janis, William V 2250
Paving Materials MacAuley, Patrick 0132
(Asphalt)
Paving Materials Pitcher, Charles B 0132
(Concrete)
Pens/Pencils, etc Vanderwolf, John 0348

INDUSTRY	CONTACT	PHONE (202) 482-
Periodicals	Bratland, Rose Marie	0380
Pet Food	Janis, William V	2250
Pet Products (Trade Promo)	Kimmel, Ed	3640
Petrochemicals	Kelly, Michael	0128
Petrochem, Cyclic	Kelly, Michael	0128
Crudes		
Petrochemicals Plants (Major Proj)	Brandes, Jay	3352
Petroleum, Crude & Refined Products	Gillett, Tom	1466
Petroleum Refining Machinery	Shaw, Eugene	3494
Pharmaceuticals	Hurt, William	0128
Photographic Eqmt & Supplies	Watson, Joyce	0574
Pipelines (Major Proj)	Brandes, Jay	3352
Plastic Construction Products (Most)	Williams, Franklin	0132
Plastic Materials	Prat, Raimundo	0128
Plastic Products	Prat, Raimundo	0128
Plastic Products Mach	Shaw, Robert M	5124
Platemaking Services	Lofquist, William S	0379
Plumbing Fixtures & Fittings	Shaw, Robert M	5124
Plywood Panel Prod	McNamara, Kathy	0375
Point-Of-Use Water Treatment	Wheeler, Frederica	3509
Pollution Control Eqmt	Jonkers, Loretta	0564
Porcelain Electrical Supplies	Bodson, John	0681
Ports, Harbors (Major Proj)	Smith, Jay L	4642
Potato Chips	Janis, William V	2250
Pottery	Bratland, Rose Marie	0380
Poultry Products	Janis, William V	2250
Power Distribution & Transmission (Major Proj)	Dollison, Robert	2733
Power Generation & Distribution Eqmt	Kostas, Anthony	2390
Power Hand Tools	Abrahams, Edward	0312
Precious Metal Jewelry	Harris, John M	1178
Prefabricated Buildings (Wood)	Cosslett, Patrick	5125
Prefabricated Buildings (Metal)	Williams, Franklin	0132
Prepared Meats	Janis, William V	2250
Pretzels	Janis, William V	2250
Printing & Publishing	Lofquist, William S	0379
Printing Trade Services	Lofquist, William S	0379
Printing Trades Mach/ Eqmt	Shaw, Robert M	5124
Process Control Instruments	Nealon, Marguerite	8411
Process Control instruments (Trade Promo)	Manzollilo, Franc	2991
Project Finance	Hinds, Michael	5131
Pulp And Paper Mills (Major Proj)	Brandes, Jay	3352
Pulpmills	Stanley, Gary	0375
Pumps, Pumping Eqmt	McDonald, Edward	0680
Pumps, Valves, Compressors (Trade Promo)	Zanetakos, George	0552
R		
Radio & TV Broadcasting Svcs	Siegmund, John	4781
Radio Communications Eqmt	Gossack, Linda	4466
Railroad Services	Sousane, J Richard	4581
Railroads	Smith, Jay L	4642
Recorded Music	Siegmund, John	4781
Recreational Eqmt (Trade Promo)	Beckham, Reginald	5478
Recycling, Waste Management	Copperthite, Kimberly	0560
Refrigeration Eqmt	Vacant	5126
Renewable Energy Eqmt	Garden, Les	0556

INDUSTRY	CONTACT	PHONE (202) 482-
Residential Lighting Fixtures	Bodson, John	0681
Retail Trade	Elliot, Frederick	1134
Rice Milling	Janis, William V	2250
Roads, Railroads (Major Proj)	Smith, Jay L	4642
Robots	Pilaroscia, Megan	0609
Roofing, Asphalt	Williams, Franklin	0132
Roller Bearings	Reise, Richard	3489
Rubber	Prat, Raimundo	0128
Rubber Products	Prat, Raimundo	0128
S		
Saddlery & Harness Products	Byron, James E	4034
Safety & Security Eqmt (Trade Promo)	Umstead, Dwight	2410
Satellite Commun Eqmt	Cooper, Patricia	4466
Satellite Commun Svcs	Cooper, Patricia	4466
Satellites & Space Vehicles (Marketing)	Mowry, Clay	4222
Science & Electronic (Trade Promo)	Moose, Jake	4125
Science Policy	Shykind, Edwin B	4694
Scientific Instruments (Trade Promo)	Manzollilo, Franc	2991
Scientific Measurement/ Control Eqmt	Nealon, Marguerite	8411
Screw Machine Products	Reise, Richard	3489
Screws, Washers	Reise, Richard	3489
Search & Navigation Eqmt	Kemper, Alexis	4466
Securities	Muir, S Cassin	0349
Semiconductors (except Japan)	Roark, Robin	3090
Semiconductors, Japan	Scott, Robert	3360
Semiconductor Prod Eqmt & Materials	Finn, Erin	2795
Services Data Base Development	Atkins, Robert G	4781
Services, Telecom	Edwards, Daniel	4466
Shingles (Wood)	Wise, Barbara	0375
Shoes	Byron, James E	4034
Silverware	Harris, John M	1178
Small Arms, Ammunition	Vanderwolf, John	0348
Snack Food	Janis, William V	2250
Soaps, Detergents, Cleaners	Hurt, William	0128
Software	Hijikata, Heidi	0571
Software, Packaged	Smolenski, Mary	2053
Software (Trade Promo)	Fogg, Judy	4936
Solar Cells/Photovoltaic Devices	Garden, Les	0556
Solar Eqmt	Garden, Les	0556
Soy Products	Janis, William V	2250
Space Commercialization (Eqmt)	Mowry, Clay	4222
Space Policy Dev	Mowry, Clay	4222
Space Vehicles (Marketing)	Mowry, Clay	4222
Speed Changers	Reise, Richard	3489
Sporting & Athletic Goods	Vanderwolf, John	0348
Sporting Goods (Trade Promo)	Beckham, Reginald	5478
Steel Industry Products	Bell, Charles	0608
Steel Mill Products	Bell, Charles	0608
Steel Mills (Major Proj)	Brandes, Jay	3352
Storage Batteries	Larrabee, David	0607
Supercomputers	Streeter, Jonathan	0572
Superconductors	Chiarrado, Roger	0402
Switch Gear & Switchboard Apparatus	Bodson, John	0681

INDUSTRY	CONTACT	PHONE (202) 482-
T		
Technology Affairs	Shykind, Edwin B	4694
Telecommunications (Major Proj)	Paddock, Richard	4466
Telecommunications (Military Commun Eqmt)	Kemper, Alexis	4466
Telecommunications (Network Eqmt)	Henry, John	4466
Telecommunications (Services)	Edwards, Daniel	4466
Telecommunications (Trade Promo)	Reitig, Theresa	2952
Telecommunications (Wireless or Radio Eqmt & Services)	Gossack, Linda	4466
Teletext Services	Inoussa, Mary C	5820
Textile Production Machinery	McDonald, Edward	0680
Textile Production Mach (Trade Promo)	Miles, Max	0679
Textiles	Dulka, William J	4058
Textiles (Trade Promo)	Molnar, Ferenc	2043
Timber Products (Tropical)	McNamara, Kathy	0375
Tires	Prat, Raimundo	0128
Tools/Dies/Jigs/Fixtures	Pilaroscia, Megan	0608
Tourism Services	Sousane, J Richard	4582
Toys	Hodgen, Donald	3346
Toys & Games (Export Promo)	Beckham, Reginald	5478
Trade Finance	Shuman, John	3050
Transborder Data Flows	Inoussa, Mary C	5820
Transformers	Bodson, John	0681
Transportation Industries	Johnson, C William	5012
Trucking Services	Sousane, J Richard	4581
Trucks, Trailers, Buses	White, John	0671
Tungsten Products	Cammarota, David	5157
Tunnels (Major Proj)	Smith, Jay L	4642
Turbines, Steam	Greer, Damon	0614
Typesetting	Lofquist, William S	0379
U		
Uranium	Sugg, William	1466
Used Reconditioned Eqmt	Bodson, John	0681
V		
Value Added Telecom Services	Atkins, Robert G	4781
Valves, Pipe Fittings (Except Brass)	Reise, Richard	3489
Vegetables	Janis, William V	2250
Videotex Services	Inoussa, Mary C	5820
W		
Wallets, Billfolds, Flat Goods	Byron, James	4034
Warm Air Heating Eqmt	Vacant	3509
Waste-paper	Stanley, Gary	0375
Watches	Harris, John M	1178
Water and Sewage Treatment Plants (Major Proj)	Holroyd, William	6168
Water Resource Eqmt	Wheeler, Frederica	3509
Water Supply & Dist	Wheeler, Frederica	3509
Welding/Cutting Apparatus	Abrahams, Edward	0312
Wholesale Trade	Walsh, James	5131
Wine	Kenney, Cornelius	2428
Wind Energy Systems	Garden, Les	0556
Wire & Wire Products	Bell, Charles	0606
Wire Cloth, Industrial	Reise, Richard	3489
Wire Cloth	MacAuley, Patrick	0132
Wood Products	Smith, Leonard S	0375
Wood Working Mach	Bell, Richard	5126
Writing Instruments	Vanderwolf, John	0348
Y		
Yarn	Dulka, William J	4058
Z		
Zinc	Larrabee, David	0607

ON DEC

District Export Councils



District Export Councils: A Key to Identifying Local Resources

World Trade Week can be an overwhelming experience for the firm looking to begin or expand international sales. Information overload is the reason. World Trade Week activities promote export service organizations, showcase international markets, and make the news with stories of how exports are the key to a strong U.S. economy. What does all this mean for the company with a product, a potential international market, and specific export assistance needs? Why not ask a member of your local District Export Council.

District Export Councils (DECs) are organizations of local business community leaders. DEC members' knowledge of international business provides a source of professional advice to companies seeking to expand international sales. DECs, closely affiliated with the U.S. Department of Commerce, provide specialized expertise to the Department and its clients. Each DEC works with the local U.S. and Foreign Commercial Service (US&FCS) district office to counsel exporters and help build export assistance partnerships with local trade promotion organizations.

The central focus of the DECs is to encourage and support exports that strengthen U.S. companies. DECs accomplish their mission through counseling local businesses, identifying export financing sources, sponsoring programs to create greater export awareness in the local community, identifying issues that impact export trade, supporting the programs and services of US&FCS district offices, encouraging international education, and building local export assistance partnerships.

The 50 DECs nationwide combine the energies of 1,500 volunteers representing business, universities, and government. DEC members have extensive knowledge of international business, and access to specialized information and resources. Members, appointed to a DEC by the Secretary of Commerce, provide an important source of professional advice that complements the counseling and assistance provided by US&FCS district office trade specialists.

Each DEC has a membership mix which includes exporters (manufacturing and service industry), export

service providers, and public sector export assistance organizations. Because this mix represents the users and providers of local export assistance services, DECs can easily identify gaps in community export programs. DECs can then help develop a local assistance network to provide a complete spectrum of services for new-to-export and new-to-market firms. The result is an export facilitation infrastructure that matches available resources with business needs.

Activities of individual DECs are tailored to address community needs. DECs establish committees for specific international trade topics and priority objectives of local businesses and the Commerce Department. Typical committees include export finance, counseling, and education. New ideas and initiatives that work well for a DEC are shared with other DECs either on a regional basis or nationally through the National Chairpersons' Council. Each DEC chairperson serves on the National Chairpersons' Council to ensure effective communication among all DECs.

Some examples of DEC activities include establishing speakers bureaus and speakers kits, conducting export seminars and workshops, organizing export promotion programs on a regional basis, and sponsoring trade missions or hosting international buyer delegations. Specific DEC activities and success stories are highlighted in the monthly *Business America* column "ON DEC."

The bottom line for each DEC is helping American firms export. DEC members are uniquely positioned to influence the strategies of individual firms looking to begin or expand international sales. Through the combined efforts of all members, the nationwide network of DECs significantly contributes to U.S. exports and our national economic security.

For more information on the DEC in your area, contact the local US&FCS district office. For more information on the DEC program, contact Diane E. Burke, Director, Public and Private Programs, U.S. Department of Commerce, at (202) 482-2975, or Jim Rigassio and Anne von Mayer, Public and Private Programs Staff, at (202) 482-6388.

State International Trade Contacts

ALABAMA

International Development
Alabama Development Office
Alabama Center for Commerce
401 Adams Ave.
Montgomery, Ala. 36130
Tel. (205) 242-0400

ALASKA

International Finance and Insurance
3601 C St., Suite 798
Anchorage, Alas. 99503
Tel. (907) 561-5585

ARIZONA

International Trade and Investment
Division
Department of Commerce
3800 North Central, Suite 1500
Phoenix, Az. 85012
Tel. (602) 280-1371

ARKANSAS

Arkansas Industrial Development
Commission
One State Capitol Mall, Room 4C
300
Little Rock, Ark. 72201
Tel. (501) 682-7690

CALIFORNIA

California State World Trade
Commission
1121 L St., Suite 310
Sacramento, Calif. 95814
Tel. (916) 324-5511

COLORADO

Colorado International Trade Office
1625 Broadway, Suite 680
Denver, Colo. 80202
Tel. (303) 892-3856

CONNECTICUT

International Division
Department of Economic
Development
865 Brook St.
Rocky Hill, Conn. 06067
Tel. (203) 258-4261

DELAWARE

Business Development
Division of Economic Development
99 Kings Highway, Box 1401
Dover, Del. 19903
Tel. (302) 739-4271

DISTRICT OF COLUMBIA

Office of International Business
1250 I St., NW., Suite 1003
Washington, D.C. 20005
Tel. (202) 727-1576

FLORIDA

Division of International Trade &
Development
Florida Department of Commerce
107 West Gaines St.
366 Collins Building
Tallahassee, Fla. 32399-2000
Tel. (904) 488-9050

GEORGIA

Department of Industry, Trade &
Tourism
P.O. Box 1776
Atlanta, Ga. 30301
Tel. (404) 656-3571

HAWAII

Trade & Industry Development
Department of Planning & Economic
Development
P.O. Box 2359
Honolulu, Hawaii 96804
Tel. (808) 548-7719

IDAHO

Division of International Business
Idaho Department of Commerce
700 West State St.
Boise, Idaho 83720
Tel. (208) 334-2470

ILLINOIS

International Business Division
Illinois Department of Commerce &
Community Affairs
100 West Randolph, Suite C-400
Chicago, Ill. 60601
Tel. (312) 814-7164

INDIANA

International Trade Division
Indiana Department of Commerce
One North Capitol, Suite 700
Indianapolis, Ind. 46204-2288
Tel. (317) 232-3527

IOWA

Division of International Trade
Iowa Department of Economic
Development
200 East Grand Ave.
Des Moines, Iowa 50309
Tel. (515) 242-4729

KANSAS

Trade Development Division
Kansas Department of Commerce
700 Harrison St., 13th Floor
Topeka, Kan. 66603-3957
Tel. (913) 296-4027

KENTUCKY

Office of International Trade
Kentucky Commerce Cabinet
Capitol Plaza Tower, 24th Floor
Frankfort, Ky. 40601
Tel. (502) 564-2170

LOUISIANA

Louisiana Department of Economic
Development
P.O. Box 94185
Baton Rouge, La. 70804-9185
Tel. (504) 342-4320

MAINE

International Commerce
Department of Economic &
Community Development
State House Station 59
Augusta, Me. 04333
Tel. (207) 289-5700

MARYLAND

International Trade
Maryland International Division
401 East Pratt St., Suite 752
Baltimore, Md. 21202
Tel. (410) 333-8180

MASSACHUSETTS

Office of International Trade
100 Cambridge St., Room 902
Boston, Mass. 02202
Tel. (617) 367-1830

MICHIGAN

International Office
Michigan Department of Commerce
P.O. Box 30225
Lansing, Mich. 48909
Tel. (517) 373-6390

MINNESOTA

Minnesota Trade Office
1000 MN World Trade Center
30 East 7th St.
St. Paul, Minn. 55101-4902
Tel. (612) 297-4227

MISSISSIPPI

Export Office
Department of Economic
Development
P.O. Box 849
Jackson, Miss. 39205
Tel. (601) 359-6672

MISSOURI

Economic Development Programs
P.O. Box 118
Jefferson City, Mo. 65102
Tel. (314) 751-4999

MONTANA

International Trade Office
Montana Department of Commerce
1424 9th Ave.
Helena, Mont. 59620
Tel. (406) 444-3923

NEBRASKA

Department of Economic
Development
301 Centennial Mall South
P.O. Box 94666
Lincoln, Neb. 68509
Tel. (402) 471-3111

NEVADA

International Program
Nevada Commission on Economic
Development
5151 South Carson
Carson City, Nev. 89710
Tel. (702) 687-4325

NEW HAMPSHIRE

Office of International Commerce
International Trade Resource Center
601 Spaulding Turnpike, Suite 29
Portsmouth, N.H. 03801-2833
Tel. (603) 334-6074

NEW JERSEY

Division of International Trade
Department of Commerce &
Economic Development
P.O. Box 47024
Newark, N.J. 07102
Tel. (201) 648-3518

NEW MEXICO

Economic Development Division
Economic Development & Tourism
Department
1100 St. Francis Drive
Santa Fe, N.M. 87503
Tel. (505) 827-0272

NEW YORK

International Division
Department of Economic
Development
1515 Broadway, 51st Floor
New York, N.Y. 10036
Tel. (212) 827-6210

NORTH CAROLINA

International Division
North Carolina Department of
Economic Development
430 North Salisbury St.
Raleigh, N.C. 27611
Tel. (919) 733-7193

NORTH DAKOTA

North Dakota World Trade
1833 East Bismarck Expressway
Bismarck, N.D. 58504
Tel. (701) 221-5300

OHIO

International Trade Division
Department of Development
77 South High St., 29th Floor
P.O. Box 1001
Columbus, Ohio 43266-0101
Tel. (614) 466-2317

OKLAHOMA

International Trade and Investment
Oklahoma Department of Commerce
P.O. Box 26980
Oklahoma City, Okla. 73126-0980
Tel. (405) 841-5217

OREGON

International Trade Division
Oregon Economic Development
Department
One World Trade Center
121 Southwest Salmon, Suite 300
Portland, Ore. 97204
Tel. (503) 229-5625

PENNSYLVANIA

Office of International Trade
Pennsylvania Department of
Commerce
464 Forum Building
Harrisburg, Pa. 17120
Tel. (717) 787-7190

RHODE ISLAND

International Trade Division
Department of Economic
Development
7 Jackson Walkway
Providence, R.I. 02903
Tel. (401) 277-2601

SOUTH CAROLINA

South Carolina State Development
Board
P.O. Box 927
Columbia, S.C. 29202
Tel. (803) 737-0400

SOUTH DAKOTA

Export, Trade and Marketing Division
Governor's Office of Economic
Development
711 Wells Ave.
Capitol Lake Plaza
Pierre, S.D. 57501
Tel. (605) 773-5735

TENNESSEE

Department of Economic &
Community Development
320 6th Avenue North, 7th Floor
Nashville, Tenn. 37243-0405
Tel. (615) 741-5870

TEXAS

International Trade Relations
Texas Department of Commerce
P.O. Box 12728

Austin, Tex. 78711
Tel. (512) 320-9672

UTAH

International Business Development
Economic & Industrial Development
Division
324 South State St., Suite 200
Salt Lake City, Utah 84111
Tel. (801) 538-8737

VERMONT

Department of Economic
Development
Pavilion Office Building
Montpelier, Vt. 05602
Tel. (802) 828-3221

VIRGINIA

Trade Development Group
Virginia Department of Economic
Development
P.O. Box 798
Richmond, Va. 23206-0798
Tel. (804) 371-8107

WASHINGTON

Domestic & International Trade
Division
Department of Trade & Development
2001 6th Ave., Suite 2700
Seattle, Wash. 98121-2522
Tel. (206) 464-7143

WEST VIRGINIA

International Trade & Investment
Governor's Office of Community &
Industrial Development
State Capitol, Room M-146
Charleston, W. Va. 25306
Tel. (304) 558-2234

WISCONSIN

Bureau of International Development
Department of Development
P.O. Box 7970
Madison, Wis. 53707
Tel. (608) 266-9487

WYOMING

International Trade Office
Wyoming Division of Economic &
Community Development
4th Floor North, Barrett Building
Cheyenne, Wy. 82002

VIRGIN ISLANDS

Virgin Island Department of
Economic Development &
Agriculture
Bureau of Economic Research
P.O. Box 6400
St. Thomas, V.I. 00804
Tel. (809) 774-8784

PUERTO RICO

Puerto Rico Department of Commerce
G.P.O. 4275
San Juan, P.R. 00905
Tel. (809) 725-7254

The Trade Information Center: One-Stop Shop for Export Questions

Do you have questions about the most promising markets for your products and services? Where to find export financing from the federal government? Where to get advice on export documentation or licensing? Who to contact to locate an overseas representative?

Look no further—the Trade Information Center can help. A one-stop shop for information on federal exporter assistance programs, the Center can answer these and many other export questions at its toll-free number, **1-800-USA-TRADE (1-800-872-8723)**. The Center's mission is to guide businesses through the export process and through the myriad of exporter assistance programs available from the 19 federal member agencies of the Trade Promotion Coordinating Committee (TPCC).

The TPCC, chaired by the Secretary of Commerce, is an interagency committee that works to coordinate and streamline federal trade promotion efforts. TPCC member agencies include the Departments of Commerce, State, Treasury, Defense, Interior, Agriculture, Labor, Transportation, and Energy, the Office of Management and Budget, the Office of the U.S. Trade Representative, the Council of Economic Advisers, the Environmental Protection Agency, the Small Business Administration, the Agency for International Development, the Export-Import Bank of the United States, the Overseas Private Investment Corporation, the U.S. Trade and Development Agency, and the U.S. Information Agency.

Export Programs Directory

Export Programs: A Business Directory of U.S. Government Resources is a compilation of export assistance program contacts at TPCC-member agencies. Brief descriptions are provided for each program, along with contact names and numbers. An appendix lists the 68 local offices of the U.S. and Foreign Commercial Service. The directory is available from the Trade Information Center by calling 1-800-872-8723.

Since it opened in May 1991, the Trade Information Center has counseled over 80,000 businesses from across the country that are beginning or expanding their export activities. Almost 60 percent of callers are new to exporting or new to a particular foreign market, and 8 percent are experienced exporters to many markets. Businesses range in size from very small to large multinational corporations, and questions range from how to respond to a first-time international order, to very specific questions on tariff rates to a particular country. International trade specialists advise businesses on how to tap appropriate government programs and answer a wide range of questions on the export process. Information is available on a number of topics, including how to begin exporting, foreign market research, export financing, documentation, and overseas trade events. Other callers include representatives from consulting firms, banks, and trade associations.

The Center also helps callers find export assistance close to home by maintaining state files which include information on export assistance offered by local economic development centers, world trade centers, chambers of commerce, small business development agencies, and other groups involved in international trade. Many of these organizations also use the Center as a contact point for information on federal export programs.

David Taylor, President of Pacific Sun Industries in Hayward, Calif., is a typical caller to the Trade Information Center. Pacific Sun is a small manufacturer of snack foods. When he called the Center in January 1993, Pacific Sun was selling to Japan and wanted to significantly expand its export sales. Center staff provided Pacific Sun with market research reports and trade leads from the National Trade Data Bank. Since then, Pacific Sun has expanded its client base in Japan and recently began exporting to Canada and Korea. Taylor states, "The Trade Information Center is an excellent place to get precise information on potential new markets overseas."

The Trade Information Center is open from 8:30 a.m. to 6:00 p.m. (Eastern Standard Time); after-hours a

message machine takes calls. If you are just beginning to investigate exporting, or are simply looking for the answer to a very specific international marketing question, now there's one place to begin: The Trade Information Center.

1993 'Export Yellow Pages' Is Coming Off the Presses

An expanded and updated edition of *The Export Yellow Pages* will come off the presses in May. More than 50,000 copies of the directory will be distributed to executives involved in exporting. The majority of the directories will be distributed during World Trade Week in May 1993 through Department of Commerce offices in the United States. Overseas, copies will be distributed by American embassies and consulates. The 1993 edition contains listings for over 16,000 U.S. firms involved in foreign trade.

The Export Yellow Pages is available free of charge because it is a public/private sector initiative. To help offset printing costs, companies have the opportunity to advertise in the directory, for a nominal charge. To obtain more information about advertising, call 1-800-288-2582 or (202) 337-6300.

The Export Yellow Pages lists international trade service providers by type of service offered. Another section contains U.S. exporters arranged alphabetically under their product classification. There is also an alphabetical listing of all the companies found in the directory.

The 1993 edition of *The Export Yellow Pages* will include a special supplement called *The Green Pages*, featuring U.S. suppliers of environmental products and services. Produced in cooperation with the Environmental Protection Agency, *The Green Pages* has been developed to respond to the growing worldwide demand for environmental products and services.

To have your company included in *The Export Yellow Pages* database, obtain the registration form from your local Commerce Department district office (see page 40 for a listing of the district offices). All companies that are registered in the database will be listed in the directory free of charge.

Try 'Flash Facts' to Get Export Information Instantly

Want to know right away about exporting prospects to a certain region or country? Or about export financing, investment opportunities, or upcoming trade events there? For several regions of the world, the information is at your fingertips from the U.S. Department of Commerce, if you have a touch-tone telephone and a fax.

You simply dial a number on your telephone, follow the instructions, and the information that you requested will be automatically faxed to you. The 24-hour Automated Fax Delivery System Flash Facts are available 24 hours a day, seven days a week, free of charge.

Accessing a Flash Facts could not be simpler. Using your touch-tone phone, call the number for the region you are interested in (see numbers below). Flash Facts will greet you and guide you through the system, which you operate by pushing the numbered keys on your phone pad. The first time you call a particular Flash Facts, you will need to order its menu of documents. The instructions tell you what numbers to push on your phone. Flash Facts will then ask you to enter your fax number. After you complete these two steps, you will receive the document menu, which includes all ordering information for the system. You can then call in as frequently as you wish to order other documents. You may order up to five documents per call. If there is no backup of requests, your fax machine will receive the documents within minutes.

Flash Facts are available from the following Commerce Department offices:

Eastern Europe Business Information Center (EEBIC); tel. (202) 482-5745. Categories include information on techniques to help U.S. companies export to Eastern Europe; sources of financing; U.S. government programs; specific export and investment opportunities in the region, updated each week; upcoming trade promotion events; information on specific East European countries (Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovak Republic, and Slovenia); and recent issues of the *Eastern Europe Business Bulletin*.

Office of Mexico; tel. (202)

482-4464. Categories of information include general information; the North American Free Trade Agreement; tariffs, permits, and customs regulations; marketing, distribution, and finance; investment; statistics and demographics; and miscellaneous. To avoid busy signals on that Flash Facts number, the Office of Mexico recommends calling before 8 a.m. Eastern Standard Time (EST); after 6 p.m. EST; or anytime on weekends.

Office of the Pacific Basin; tel. (202) 482-3875 or 482-3646. Categories include general export information; regional information; country information (Australia, Cambodia, Indonesia, Korea, Laos, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam). Documents in the Office of Pacific Basin Flash Facts range in length from one to seven pages.

Business Information Service for the Newly Independent States (BISNIS); tel. (202) 482-3145. Categories include U.S.-Newly Independent States trade statistics; current export and investment opportunities; upcoming trade events; World Bank and European Bank for Reconstruction and Development (EBRD) opportunities; export opportunities; BISNIS publications; country commercial overviews; and sources of government financing. The menu is updated approximately once a week.

Offices of Africa, Near East, and South Asia; tel. (202) 482-1064. Categories for the Office of Africa include general information and country information (Nigeria and South Africa). For the Office of the Near East, categories include general information and country

Commerce Department Publishes Free Newsletters For Exporters

The U.S. Department of Commerce publishes seven newsletters periodically to assist U.S. companies conduct international business. All are free of charge. Six target regions of the world, and one provides export-related information for U.S. software vendors.

- **BISNIS Bulletin**, focusing on the Newly Independent States. To get on the mailing list, contact the BISNIS Information Center, Room 7413, U.S. Department of Commerce, Washington, D.C. 20230; tel. (202) 482-4655, fax (202) 482-2293. Subscribers to the *BISNIS Bulletin* also receive periodically a separate publication, *BISNIS Commercial Opportunities*, which contains information on export and joint-venture opportunities from the Commerce Department's U.S. and Foreign Commercial Service, the European Bank for Reconstruction and Development, the World Bank, and other institutions.

- **Eastern European Business Bulletin**. To get on the mailing list, contact the Eastern Europe Business Information Center, Room 7412, U.S. Department of Commerce, Washington, D.C. 20230; tel. (202) 482-2645, fax (202) 482-4473. Firms may also wish to inquire about a second specialized publication, *Eastern Europe Looks for Partners*, which focuses on four industries on a rotating basis (energy/environment, housing, telecommunications, and agribusiness).

- **Europe Now**, focusing on the European Community. To get on the mailing list, contact: *Europe Now*, Single Internal Market Information Service, Room 3036, U.S. Department of Commerce, Washington, D.C. 20230; tel. (202) 482-5276, fax (202) 482-2155.

- **Latin America/Caribbean Business Bulletin**. To get on the mailing list, contact: *LA/C Business Bulletin*, U.S. Department of Commerce, Room H-3203, Washington, D.C. 20230; tel. (202) 482-0703, fax (202) 482-2218. The *Bulletin* publishes specific business opportunities, complete with names, addresses, telephone and fax numbers.

- **Software International**. To get on the mailing list, contact Mary Kelly or Pat Johnson at (202) 482-0571, fax (202) 482-0952. The newsletter provides U.S. software vendors with information that will facilitate exports.

information (Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen). Categories for the Office of South Asia include general information and country information (Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives, Pakistan, and Sri Lanka).

The Flash Facts for the East European Business Information Center, the Office of Mexico, and the Offices of Africa, Near East, and South Asia contain menus for documents exceeding a certain length—10 pages for the Office of Mexico, seven pages for others—that can be obtained from the National Technical Information Service (NTIS) and the National Trade Data Bank (NTDB). The Flash/FAX BISNIS Bank Facts has a menu for the NTIS documents, but not for the NTDB. The several Flash Facts programs provide information on how to order from the NTIS. The NTDB database is available at 825 Federal Depository Libraries across the country; for a small per-page printing fee, users can obtain a copy of a document at the libraries immediately. To locate a federal depository library near you that has the NTDB database, telephone the Commerce Department's NTDB Help-Line at (202) 482-1986.

Metric Information

For information about metric transition and requirements, companies can contact the U.S. Metric Association, Inc., 10245 Andasol Avenue, Northridge, Calif. 91325; tel. (310) 832-3763.

U.S. government assistance is available to firms interested in changing to the metric system. Contact the U.S. Department of Commerce Metric Program at (301) 975-3690 to get advice regarding steps industry might take in dealing with the opportunities of metric transition. The Commerce Department's Single Internal Market Information Service (SIMIS) can answer questions on the EC's new standards program and its effects on U.S. exporters; telephone SIMIS at (202) 482-5276.

The National Trade Data Bank— The U.S. Exporter's Indispensable Tool

By Derek Shearer

Deputy Under Secretary, Economics and Statistics Administration
U.S. Department of Commerce

The Commerce Department's National Trade Data Bank (NTDB), in its third year of operation, is recognized as an indispensable tool for U.S. exporters and many private sector users, including trade associations, economic development organizations, small business development centers, universities, and libraries. In addition, federal, state, and local government officials use the NTDB to support U.S. export development activities and to analyze international economic trends. The NTDB is available on CD-ROM in 825 Federal Depository Libraries throughout the country and is sold to an additional 1,500 private users, with new subscribers coming on board each month.

The NTDB, mandated by the Omnibus Trade and Competitiveness Act of 1988, collects in "one place" the best of the federal government's offerings of information on international trade, export promotion and trade development, trade contacts, country profiles, and other international economic data. Fifteen federal agencies that collect and disseminate trade data work with the Department of Commerce toward this goal. The Department is advised by the Interagency Trade Data Advisory Committee, which was established by Congress in the Omnibus Trade and Competitiveness Act of 1988.

The NTDB, through the use of the CD-ROM (compact disk-read only memory) technology and common microcomputers, provides an enormous amount of data efficiently and inexpensively. To date, the NTDB contains approximately 125,000 different documents—the equivalent of more than 200,000 single-spaced typewritten pages, or about three encyclopedias—that are valuable to U.S. exporters. With the NTDB CD-ROM located throughout the country in libraries, and in the International Trade Administration's 68 U.S. district offices and 116 international sites, virtually every individual and business has access to the NTDB. As the federal government's one-stop source, the NTDB assists U.S.

exporters in obtaining important trade data promptly, enabling them to be more competitive throughout the world.

The NTDB: An Important Element in Trade Promotion

A top priority of the Commerce Department announced by Secretary Ronald H. Brown is to help increase American exports through export promotion, technological development, and information dissemination. Because the NTDB provides the timely international marketing information necessary for U.S. firms to compete globally, the NTDB is an important element in a dynamic export promotion program. Presently, the NTDB is being used to help promote the Department's series of conferences on "how to do business" in the Newly Independent States and Mexico. At the conferences, the NTDB is demonstrated to participants to show how it can be used to obtain information on export markets, patterns of exports and imports by country and commodity, trade practices and standards of other countries, possible international contacts for distributing their product, and other information useful for international trade. Participants are advised of the Commerce Department's NTDB Help-Line (202-482-1986) for assistance as necessary.

The NTDB and the Federal Depository Libraries

The Omnibus Trade and Competitiveness Act of 1988 requires that the Department of Commerce disseminate NTDB information to the public at the lowest cost possible. One of the principal means for distributing the NTDB data is through the Federal Depository Library (FDL) Program; FDLs are libraries that have agreed to store and make available federal data administered by the U.S. Government Printing Office.

U.S. exporters—especially small- and medium-size businesses—are en-

couraged to take advantage of the Federal Depository Libraries to access the NTDB. The Economics and Statistics Administration (ESA) has made it a priority to inform and train FDL librarians in the use of the NTDB so that they in turn can more effectively assist U.S. exporters. An exporter may call the NTDB Help-Line (202-482-1986) to find the nearest FDL receiving the NTDB CD-ROM or to get help with any question users may have about the NTDB.

Electronic Access to Federal Data

The Economics and Statistics Administration offers other products. Two of the programs useful to exporters are the Economic Bulletin Board (EBB) and the EBB-FAX. The EBB disseminates electronically federal economic news and includes information on trade leads from the Commerce Department's Trade Opportunities Program (TOP) and trade leads from the U.S. Agency

for International Development. The International Trade Administration's calendar for trade-related events can also be quickly obtained from the EBB. The EBB is an online system which may be accessed through a personal computer and a modem. Information about the EBB may be obtained by calling the Help-Line (202-482-1986). The EBB-FAX enables an exporter to receive the Electronic Bulletin Board trade lead information via fax by dialing 1-900-786-2329.

Selected Data Products From The Economics and Statistics Administration CD-ROMs

***NTDB—The National Trade Data Bank, "The Export Connection®".** A monthly CD-ROM that contains the best of the federal government's export promotion and international economic information. The NTDB provides access to contributions from 15 federal agencies, and provides market research reports, country-specific data, export and import statistics, international economic information, and an "electronic rolodex" of foreign importers of U.S. products—in all, over 125,000 documents. Each NTDB monthly disk sells for \$35, and a 12-month subscription is available for \$360.

***NESE•DB—The National Economic, Social, and Environmental Data Bank, "The Federal Connection®".** A quarterly CD-ROM that is the domestic counterpart to the NTDB. The NESE•DB is available in prototype form now and is planned for regular production starting this fall. It provides a broad mix of information useful to economists, market and policy analysts, and the general public. Information includes a core set of economic statistics such as the national income accounts, social and environmental data, and electronic versions of complete books. Each quarterly disk is expected to sell for \$95—annual subscriptions will be \$360.

***1990 Census of Population and Housing.** Information from the 1990 census is available on CD-ROM—and also on computer tape/cartridge, microfiche, and on-line. This includes age, race, sex, marital status, household relationship, rent/value, educational enrollment and attainment, income, occupation and industry, etc.

***1987 Economic Censuses.** Data are provided on number of establishments, employees, payroll, and measure of output for most sectors of the economy, including retail and wholesale trade, service industries, manufactures, mining, construction, transportation, and minority and women-owned businesses.

***U.S. Imports/Exports of Merchandise.** Includes information on commodities imported/exported by country, by district of entry and district of unloading. Data are provided for the current month and the year-to-date.

On-Line Services

***CENDATA™.** Census Bureau data are available on-line through CENDATA™. Up-to-date product announcements, news releases, and other information from censuses and surveys conducted by the Census Bureau. Monthly and quarterly economic time-series include advance retail sales, monthly housing completions, housing starts, and building permits, housing vacancies, monthly retail sales, and U.S. merchandise trade. CENDATA™ is carried by both DIALOG Information Services and COMPUSERV.

***EBB—The Economic Bulletin Board®, "On-line, on time".** The EBB is an on-line, PC-based system for accessing the latest government press releases, data files, and trade opportunities. The EBB can be reached 24 hours-a-day, 7 days-a-week from any personal computer, terminal, or word processor equipped with a modem and communications software. The EBB is available for an annual subscription fee of \$35, which includes a \$12 credit for on-line connect time. Users are billed quarterly for connect charges, which accrue at the following rates: \$0.20 per minute for connect time between 8:00 a.m. and noon EST; \$0.15 per minute between noon and 6:00 p.m. EST; and \$0.05 per minute after 6:00 p.m. and all day weekends and federal holidays.

***EBB/FAX—"Instant hard copy."** EBB/FAX is a press release service accessed through a facsimile machine. EBB/FAX provides access to a limited number of press releases offered on the Economic Bulletin Board. Access is via a "900" telephone number; simply by dialing the number and responding to the voice prompts with a touch-tone phone, you'll receive by return fax the printed version of the requested releases. Cost is \$0.65 per minute—the typical release will add roughly \$5 to your phone bill.

The Top Honor: The President's "E" Award

During World War II, when more than 4,000 "E Pennants" were presented to war plants in recognition of production excellence, the famous flag with the big "E" emblazoned on it became a badge of patriotism in action. Bearing a similar honor and distinction, it is now awarded by the President of the United States for excellence in exporting.

At the suggestion of Secretary of Commerce Luther H. Hodges, President John F. Kennedy revived the World War II "E" symbol of excellence to dramatize the importance of improving the nation's balance of payments through expansion of our export trade.

The President's "E" Award was created by Executive Order of the President in 1961 to afford suitable recognition to persons, firms or organizations that contribute significantly in the effort to increase U.S. exports.

The Executive Order also authorized the "E" Certificate of Service, which may be awarded to persons, firms and organizations that may or may not export directly, but assist or facilitate export efforts through financing, transportation, market promotion, or other export-related services. Nonmanufacturers such as banks, utilities, export firms, chambers of commerce, trade associations and individuals that promote and assist exporting may receive this award.

In 1969, the President's "E Star" Award was authorized by the Secretary of Commerce to afford continuing recognition of noteworthy promotion efforts by "E" Award recipients.

To qualify for an "E" Award, a manufacturer must show evidence of a substantial increase in volume of exports over a four-year period. Exports should constitute a significant portion of total product sales and/or be materially in excess of the industry's average percentage. The company also should demonstrate breakthroughs in especially competitive markets, introduce a new product into U.S. export trade, or open a new market.

The President's "E Star" Award recognizes continued superior performance in increasing or promoting exports. Only recipients of the "E" Award are eligible, and the level of performance must exceed that for which the "E" Award was given.

The President's "E" Award Committee—chaired by the Commerce Department with representatives from the Departments of Agriculture, Interior, and Labor, the Small Business Administration, the Maritime Administration, and the Export-Import Bank of the United States—weighs the merits of applicants, considering all aspects of the applicant's trade promotion program, in addition to the major requirements listed above.

Applications must be submitted through the nearest district office of the Department's International Trade Administration. See listing of district offices on page 40. District office trade specialists are available to advise and assist applicants.

When an "E" Award application is received at the Commerce Department in Washington, it is reviewed, and, if found to be complete, is submitted to various federal regulatory agencies for clearance.

After all regulatory responses are received, the President's "E" Award Committee considers each application on its individual merits. Those receiving favorable consideration are forwarded to the Secretary of Commerce for final selection.

"E" winners receive a certificate signed in the name of the President by the Secretary of Commerce, a lapel pin with the President's "E", and a white flag with a blue E to fly over their plant or office. "E Star" winners receive a similar certificate and pin, along with a pennant emblazoned with a blue star.

Award ceremonies may be held in conjunction with trade events, such as conventions, seminars, annual association meetings and trade shows. Some firms arrange for employees to participate in the ceremony, perhaps providing them with individual "E" pins or hosting a luncheon. Presentations are made by the President and on his behalf by Senators, Congressmen, federal officials, and other high-level officials.

Winners are encouraged to use the "E" emblem in a variety of ways to obtain further recognition. Reproducing the pin or the pennant on stationery, advertisements, postage meters, premiums or other items informs the public about the honor.

For further information, contact an ITA district office or "E" Awards Program, Office of Domestic Operations (US&FCS), International Trade Administration, Room 3810, U.S. Department of Commerce, Washington, D.C. 20230.

1992 "E" Awards

Ashland Coal, Inc.
2205 Fifth St. Rd.
Huntington, W.V. 25701
Producer, marketer, and transporter of
bituminous steam coal

Beaumont Chamber of Commerce
450 Bowie St.
Beaumont, Tex. 77701
Service organization

Biochem International Inc.
W238 N1650 Rockwood Dr.
Waukesha, Wis. 53188
Mfgr: non-invasive patient monitoring
equipment

Community Light & Sound, Inc.
333 East 5th St.
Chester, Pa. 19013
Mfgr: professional sound equipment

E.T.M. Corp.
144 W. Chestnut Ave.
Monrovia, Calif. 91016
Mfgr: orthodontic instruments

Fairbanks, Inc.
821 Locust
Kansas City, Mo. 64106
Mfgr: industrial scales and balances

Gerber Agri-Export, Inc.
855 Avenue of the Americas
New York, N.Y. 10001
Agricultural products trading firm

Harken, Inc.
1251 East Wisconsin Ave.
Pewaukee, Wis. 53072
Mfgr: deck hardware for sailboats

Hutchinson Technology Inc.
40 West Highland Park
Hutchinson, Minn. 55350
Mfgr: computer components

International Game Technology
520 South Rick Boulevard
Reno, Nev. 89502
Mfgr: Microprocessor-based video
gaming and reel-type slot machines

Kryptonite Corp.
320 Turnpike St.
Canton, Mass. 02021
Mfgr: high-security locking devices

Lil' Orbits, Inc.
8851 Research Center
Minneapolis, Minn. 55428
Mfgr: donut-making equipment

Lynch Machinery-Miller Hydro, Inc.
601 Independent St.
Bainbridge, Ga. 31717
Mfgr: glassmaking machinery

Marine Development Corp.
1822 Erle Rd.
Mechanicsville, Va. 23111
Mfgr: airconditioning equipment and
battery chargers for the marine
industry

Metrologic Instruments, Inc.
Coles Road and Route 42
Blackwood, N.J. 08012
Mfgr: laser scanning products

Miami Free Zone Corp.
2305 N.W. 107th Ave.
Miami, Fla. 33172
U.S. Foreign-Trade Zone operator

Miner Enterprises, Inc.
W.H. Miner Division
1200 E. State St.
Geneva, Ill. 60134
Mfgr: railway car parts

Modular Mining Systems, Inc.
3289 E. Hemisphere Loop
Tucson, Ariz. 85706-5028
Mfgr: mine management and control
systems

The Ohmart Corp.
4241 Allendorf Dr.
Cincinnati, Ohio 45209
Mfgr: industrial process measurement
and control systems

Onsrud, C.R., Inc.
Hwy. 21 South
Troutman, N.C. 28166
Mfgr: woodworking machinery

Pitco Frialator, Inc.
Jct. 189 and 193
Bow, N.H. 03302
Mfgr: commercial deep fat fryers

RTKL Associates Inc.
400 East Pratt St.
Baltimore, Md. 21201
Architecture/engineering design firm

Redcom Laboratories, Inc.
One Redcom Center
Victor, N.Y. 14564
Mfgr: telecommunication systems

Rockland Industries, Inc., Rockland
Mills Division
1601 Edison Highway
Baltimore, Md. 21213
Mfgr: drapery and curtain lining fabric

Shenson, H., International, Inc.
650-Fifth St., Suite 402
San Francisco, Calif. 94107
Exporter of beef and wine

Shuford Mills, Inc., Tape Division
Highland Ave. and 15th St., N.E.
Hickory, N.C. 28601
Mfgr: pressure sensitive tape

Streck Laboratories, Inc.
14306 Industrial Rd.
Omaha, Neb. 68144
Mfgr: laboratory quality control
products

1992 "E Star" Awards

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Highway 14, South
Yellville, Ariz. 72687
Mfgr: specialized resistors

BMC Software, Inc.
One Sugar Creek Center Blvd.
Sugar Land, Tex. 77478
Developer and exporter of software
systems

Bird Electronic Corp.
30303 Aurora Rd.
Solon, Ohio 44139
Mfgr: instruments for testing radio
frequency communication

The Coleman Company, International
Division
150 N. St. Francis Ave.
Wichita, Kans. 67201
Mfgr: recreational equipment

Crystal International Corp.
4302 Tulane Ave.
New Orleans, La. 70119
Mfgr: processed food

DNE Sales, Inc.
1900 Old Dixie Highway
Fort Pierce, Fla. 34946-1423
Exporter of grapefruit

Frymaster Corp.
8700 Line Ave.
Shreveport, La. 71106
Mfgr: deep fat fryers and related
equipment

Elmwood Sensors, Inc.
500 Narragansett Park Dr.
Pawtucket, R.I. 02861
Mfgr: thermostats, electrical contact
sensors, and related products

The International Paper Box Machine
Co., Inc.
90 Northeastern Blvd.
Nashua, N.H.
Mfgr: paper converting machinery

Interstate-McBee, Inc.
Division of Interstate Diesel Service,
Inc.
4901 Lakeside Ave.
Cleveland, Ohio 44114
Mfgr: fuel injection and engine parts for
diesel engines

Lone Star Steel Co.
2200 West Mockingbird Lane
Dallas, Tex. 75235
Mfr: specialty tubular goods
for the oil industry

Menlo Tool Co., Inc.
22760 Dequindre Rd.
Warren, Mich. 48091-2199
Mfr: carbide cutting
tools

Nalge Co.
A Division of Sybron Corp.
75 Panorama Creek Dr.
Rochester, N.Y. 14602
Mfr: plastic laboratory
ware

Nicolet Instrument Corp.
5225 Verona Rd.
Madison, Wis. 53711
Mfr: scientific and technical
problem-solving instruments

Peterson Industries, Inc.
Main St.
Decatur, Ariz. 72722
Agricultural producer, exporting poultry
broiler breeding stock

Reliable Industries, Inc.
7070 Airline Highway
Metairie, La. 70003
Exporter of spare parts for oilfield
equipment

Star Bank, N.A.
425 Walnut St.
Cincinnati, Ohio 45201
Commercial bank

Taylor Co.
750 North Blackhawk Blvd.
Rockton, Ill. 61072
Mfr: ice cream and yogurt freezers;
dispensers and food service equipment

Tecumseh Products Co., International
Division
100 E. Patterson St.
Tecumseh, Mich. 49286-1899
Mfr: Industrial products (motor
compressors, small gasoline engines,
power trains)

Malcolm Baldrige National Quality Award

WHAT IS THE AWARD? The award was established by Congress in 1987 to promote quality awareness, to recognize quality achievements of U.S. companies, and to publicize successful quality strategies. The award is *not* for specific products or services. Two awards may be given annually in each of three categories: manufacturing, service, and small business. In conjunction with the private sector, the National Institute of Standards and Technology developed and manages the award program.

WHY WAS THE AWARD ESTABLISHED? It was clear to many industry and government leaders that a renewed emphasis on quality was no longer an option for American companies, but a necessity for doing business in an ever-growing world market. U.S. companies needed a standard they could use as a road map to world-class quality. The Baldrige Award has become that standard of excellence.

HOW ARE WINNING COMPANIES SELECTED? Businesses located in the United States may apply for the award. Those that do must undergo a rigorous evaluation by an independent board of examiners composed of private- and public-sector experts in quality. The examination includes on-site visits for those passing an initial screening. Each applicant receives a written summary of strengths and areas for improvements in quality management.

WHAT ARE THE CRITERIA? Seven areas are examined: leadership, information and analysis, planning, human resource use, quality assurance of products and services, quality results, and customer satisfaction. Applicants must provide data to substantiate quality achievement and quality improvement in each area.

WHICH COMPANIES HAVE WON THE AWARD? A total of 17 companies have won the award:

- 1988—Motorola Inc., Commercial Nuclear Fuel Division of Westinghouse Electric Corp., and Globe Metallurgical Inc.
- 1989—Milliken & Company and Xerox Corp. Business Products and Systems.
- 1990—Cadillac Motor Car Division, IBM Rochester, Federal Express Corp., and Wallace Co. Inc.
- 1991—Solelectron Corp., Zytec Corp., and Marlow Industries.
- 1992—AT&T Network Systems Group/Transmissions Systems Business Unit, Texas Instruments Inc. Defense Systems & Electronics Group, Universal Card Services, The Ritz-Carlton Hotel Co., and Granite Rock Co.

HAS THE PROGRAM BEEN SUCCESSFUL? If you can measure the success of a program by the interest and participation it generates, then the Baldrige Award program has been immensely successful. Since the award was established, 275,000 applications have been requested.

FOR FURTHER INFORMATION: Write or call the Malcolm Baldrige National Quality Award Office, A537 Administration Bldg., NIST, Gaithersburg, Md. 20899, (301) 975-2036.

U.S. Trade Facts

The United States is the world's largest economy and the largest market. In 1992, the United States retained the position as the world's largest exporter.

Merchandise Trade

- U.S. two-way trade totaled over \$980 billion in 1992, with exports of \$448 billion and imports of \$532 billion.
- The 1992 U.S. trade deficit was \$84 billion, 45 percent below the 1987 deficit peak.
- U.S. merchandise exports rose to 7.5 percent of the nation's GDP in 1992 from 7.4 percent in 1991. That compares with 1992 shares of GDP for Germany of 23.7 percent, and for Japan of 9.3 percent.
- In 1992, the United States accounted for an estimated 12.1 percent of the world's merchandise exports.
- In 1992, total merchandise exports were comprised of 82 percent manufactured goods; 10 percent agricultural goods; and 8 percent primarily of mineral fuels and crude materials.
- Total U.S. merchandise imports in 1992 were comprised of 82 percent manufactured goods; 10 percent mineral fuels; and 8 percent agricultural and other goods.
- On average, 19,100 U.S. jobs resulted per \$1 billion of U.S. merchandise exports in 1990.*
- Merchandise exports accounted for over seven million jobs in the United States in 1990.*
- About one in six U.S. jobs in manufacturing were supported directly and indirectly by exports in 1990.*
- In 1990, total U.S. merchandise exports to Canada supported 1.5 million U.S. jobs, and those to Mexico supported 538,000 jobs. Combined, these two U.S. markets in the proposed North American Free Trade Area accounted for 28 percent of all U.S. merchandise exports.*
- From 1891 through 1970, the United States had an unbroken string of trade surpluses. After 1970, it had deficits in every year except 1973 and 1975.
- Canada was by far the United States' leading foreign market for exports in 1992, followed by Japan, Mexico, the United Kingdom, and Germany; Canada was the United States' leading import supplier, followed closely by Japan, and then by Mexico, Germany, China, Taiwan, and the United Kingdom.
- Capital goods, including aircraft, are the largest category of U.S. exports, followed by industrial supplies and materials, then non-automotive consumer products, automotive products, and collectively, foods, feeds and beverages.
- The Commerce Department estimates that roughly one-third of U.S. companies that export—slightly more than 100,000 such companies—were manufacturing companies.
- Two-thirds of U.S. merchandise exports are by U.S.-owned multinational corporations, with over one-third of these exports by the U.S. parent corporation shipped to their foreign affiliates.

Business Services Exports

- Exports of U.S. business services are over one-third as large as U.S. exports of merchandise.
- Exports and imports of business services totaled over \$166 billion and \$107 billion, respectively, in 1992.
- In 1992, U.S. exports of business services accounted for about 2.8 percent of the nation's GDP. Travel-service receipts and passenger fares accounted for over 40 percent of the total.

*1990 is the latest available year for export-related employment data.

International Trade Administration/US&FCS District Offices

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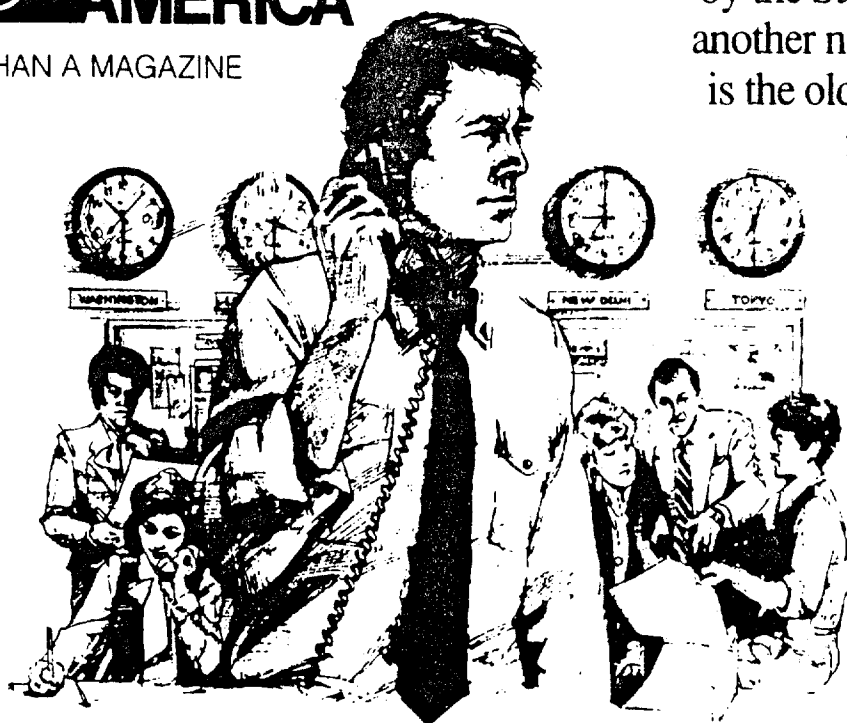
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