

Export Mississippi

A Newsletter of the U.S. Export Assistance Center-Jackson, MS



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—WHAT'S NEW—

June/July 2012

ITA SUPPORTS HONDURAN PORT EFFICIENCY VISIT TO MS GULF COAST

In efforts to support an ongoing Honduran Customs Project, the MS USEAC worked jointly with the Office of Western Hemisphere, Customs and Border Patrol's Office of International Affairs, and U.S. & Foreign Commercial Service (USFCS) Office in Tegucigalpa, Honduras to develop a port site visit to welcome a 20-member Honduran delegation to the Mississippi Gulf Coast on May 23, 2012. As the focus of the group's visit centered on customs and border reform in both the U.S. and Honduras, Commercial Service staff worked jointly with the MS Port Authority in Gulfport, MS (www.portofthefuture.com/) to arrange a port tour and organize meetings between U.S. Customs and Border Patrol (CPB) and the private sector and governmental representatives of the delegation. Following the CPB meetings, the Port of Gulfport sponsored a business luncheon at the Greater Southern Club of the Hancock Bank Building overlooking the Port's facility.

The afternoon portion of the event commenced at the Gulfport-Biloxi International Airport with airport executives presenting an overview of recently-developed airport facilities and services. Following the comprehensive presentation on airport developments, USFCS staff collaborated with Airport and University of Southern Mississippi officials and partners to develop customized sessions for the private sector and government officials of the group. Business matchmaking meetings were arranged for the Honduran private sector to meet with lead Mississippi exporters representing a cross-section of industries ranging from pharmaceuticals to food processing equipment and agriculture, while governmental dignitaries attended briefings by the University of Southern Mississippi's Center for Logistics, Trade, and Transportation and Center for International Education. "It was an honor to welcome the Honduran delegation to Mississippi on behalf of Senator Cochran. They comprised of a wide range of government and industry representatives, and I enjoyed visiting with them. It was also good to see that matchmaking sessions were organized between Mississippi firms and the Honduran business leaders who participated," noted Win Ellington, Field Representative, Senator Cochran's Office.



The event concluded with a presentation and tour of the airport's recently renovated Air Cargo Facility (www.flygpt.com/AirCargo). Highlights of the tour included viewing the facility's fumigation, storage, and warehousing areas, and eventual ground-breaking irradiation compartment, which is scheduled to be operational during late Fall 2012. Various MS USEAC resource partners attended the event including the Innovation Center, and Irwin Brown Company, among others. Stephen Whitt, Executive Director, Innovation Center, commented "I felt that the Honduran trade mission was a huge success for both the coast, especially with our growing airport services and new port facilities. It is important to meet, face to face, the leadership of one of our largest trade partners. The networking allows us to explore export opportunities for some of our medium size and smaller coastal companies; I feel that the Honduran Delegation left feeling the same way. The MS USEAC is to be applauded for hosting this visit by the Honduran Delegation."

Who We Are:

The Mississippi U.S. Export Assistance Center (MS USEAC) is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS's mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. To learn more, visit www.export.gov/.mississippi.

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Director, Carol Moore
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THE MS-DEC'S CORNER



US-COLOMBIA TRADE PROMOTION AGREEMENT NOW IN FORCE!

Authored by: Christopher Blaha and Julie Anglin

Today more than 80 percent of U.S. exports of consumer and industrial products to Colombia become duty-free as part of the U.S. – Colombia Trade Promotion Agreement (TPA). This includes agricultural and construction equipment, building products, aircraft and parts, fertilizers, information technology equipment, medical scientific equipment, and wood. Also, more than half of U.S. exports of agricultural commodities to Colombia become duty-free, including wheat, barley, soybeans, high-quality beef, bacon, and almost all fruit and vegetable products.

Colombia's 2012 real GDP growth is forecasted at 4.7 percent by the IMF's World Economic Outlook, remaining around 4.5 percent through 2017. Colombia's demand for imports has soared since 2001. Colombia's merchandise imports from the world have more than quadrupled over that period climbing from \$12.8 billion in 2001 to \$54.7 billion in 2011. The United States remains the largest supplier to the Colombian market, with Colombian imports from the U.S. in 2011 totaling \$13.7 billion, or one-quarter of Colombia's imports. Imports from the United States in 2011 were led by mineral fuels, machinery, aircraft and organic chemicals. Those four categories accounted for over half of Colombia's imports from the U.S. Other top Colombian import markets include China, Mexico, and Brazil. The U.S. is the largest market for Colombia's exports, representing nearly 40 percent of the Colombian export market.

Facts About U.S. – Colombia Trade:

- ☑ Between 2001 and 2011 U.S. goods exports to Colombia quadrupled, growing from \$3.6 billion in 2001 to \$14.3 billion in 2011. U.S. goods exports in 2011 were 19 percent higher than the previous year.
- ☑ Colombia has grown from being the 33rd largest market for U.S. goods exports in 1991 to become the 22nd largest market in 2011.
- ☑ Manufactured goods represented 92 percent of U.S. goods exports to Colombia in 2011.
- ☑ Increasing exports to Colombia has benefits at the local level as well as the national. In 2011, more than half of U.S. States (26 total) reported merchandise export shipments to Colombia above \$75 million.
- ☑ In 2011, the largest state exporters of merchandise to Colombia included Texas (\$5.1 billion), Florida (\$2.8 billion), Louisiana (\$894 million), California (\$534 million) and Illinois (\$454 million). Houston and Miami are also major metropolitan area exporters to Colombia.

The U.S.– Colombia TPA provides significant new access to Colombia's \$180 billion services market, supporting increased opportunities for U.S. service providers. For example, Colombia agreed to eliminate measures that prevented firms from hiring U.S. professionals, and to phase-out market restrictions in cable television. Prior to the enactment of this agreement, the average tariff that U.S. manufactured goods faced entering Colombia was 10.8 percent. With entry into force today, Colombia's average tariff rate for manufactured goods from the United States has been reduced to 4 percent.

The impact of the tariff reductions of U.S. exports to Colombia will be immediate for many products; including recreational vehicles, like motorcycles and pleasure boats (Colombia's average tariff on U.S. exports will be reduced from 13.7 percent to 5.4 percent today) and agricultural equipment, like tractors and harvesters (Colombia's average tariff will be reduced from 10.8 percent to 3.1 percent today). This will make U.S. manufactured products much more competitive and could also potentially boost sales.



NEWS & TRADE EVENTS

CHINESE BUSINESSES STABLE DESPITE INCEASINGLY TIGHT CREDIT

Press Release provided by
Coface NA
31 May 2012



Despite the 2011 slowdown tied to the halt of the fiscal stimulus, tighter monetary policy and reduced external demand, the payment behavior of Chinese businesses remained satisfactory with sales on credit rising sharply according to a study conducted by Coface, one of the world's leading credit insurers. Coface interviewed more than 1,300 Chinese companies in various sectors between October and December 2011. The study also found that cash flow problems, competition, and more difficult access to financing for small businesses were the main causes of payment delays in 2011, and are expected to continue in 2012. Budget stimulus measures may, however, attenuate these economic risks and support business activity.

For full article, visit [here](#).

KOREAN DELEGATION TO VISIT THE GULF COAST

Louisiana/Mississippi is scheduled to receive a distinguished business delegation from Korea led by former Prime Minister & Ambassador to the USA, Dr. Duck Soo Han, now the Chairman of KUSEC/KITA (Korean International Trade Association). The delegation arrives for meetings in New Orleans **June 21, 2012** after a multi-state tour in the Southern USA. The delegation will be in our Gulf Coast region for one day only and business representatives from Mississippi and Louisiana will be given access to this important Korean business delegation to maximize the stay of the Koreans in the Southern USA.

If you would like to participate or know of any businesses that would like access to this business delegation from Korea, please contact Regina Todd, 601-359-5756 or rtodd@mississippi.org.

Are you interested in a career in International Affairs, Foreign Relations, Trade Promotion and Commercial Diplomacy?

The U.S. Commercial Service is looking for dedicated professionals to add to its complement of nearly 250 Foreign Service Officers serving in Embassies and Consulates around the globe and has announced that it will accept applications for Foreign Service Officer positions in August, 2012. If you are interested in this opportunity, please register to receive periodic updates by e-mailing CSCareers@trade.gov.

The U.S. Commercial Service (CS) is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Our primary mission is broadening and deepening the U.S. exporter base, removing obstacles to the export success of U.S. small- and medium-sized companies, advancing U.S. business interests abroad, and supporting job creation in the United States. The CS supports U.S. companies through a worldwide network of trade professionals located in more than 100 U.S. cities and American embassies and consulates in more than 70 countries. As a Foreign Service Officer with the Commercial Service you will represent your country overseas and support American businesses through inherently governmental and trade promotion activities. The CS is an important element of President Obama's National Export Initiative which aims to double U.S. exports by the end of 2014.

The Assessment is the competitive process used to select the next generation of commercial diplomats to serve in U.S. Embassies and Consulates abroad. Exceptional applicants that pass the initial screening/application process will be invited to take part in a day-long examination in winter 2012/2013 to determine their suitability to join America's primary export/inward investment promotion agency.

The Commercial Service is looking to attract candidates that reflect the broad array of talent represented in American society as a whole. If you have any questions or need additional information, please go visit our website at www.trade.gov/cs/employment.asp, write CSCareers@trade.gov or call (202) 482-5208.



TRADE EVENTS

UPCOMING TRADE MISSIONS

BUSINESS DEVELOPMENT MISSION TO CHILE & ARGENTINA

Santiago, Chile & Buenos Aires, Argentina
August 13-17, 2012

The Mississippi Development Authority invites you to take part in a business development mission to Buenos Aires, Argentina and Santiago, Chile. Don't miss this opportunity to expand your business into the South American market!

Advantages for Participants:

- *Pre-mission market research to assess your business' potential in both markets
- *All inclusive mission coordination
- *MDA and SBA financial and administrative support for your trip
- *Business appointments with qualified buyers related fees covered by MDA and SBA at 50%
- *Travel expenses reimbursed by SBA at 50%
- *Interpretation services covered by MDA and SBA at 100%
- *Customized itinerary and logistical support from MDA and the Foreign Commercial Service staff. For details, please contact Rose Boxx at rboxx@mississippi.org or 601-359-3045.

TRADE MISSION TO FRANCE

Paris, Rennes, Lyon, Toulouse
October 16-23

This multi-city trade mission will provide Louisiana business leaders with the opportunity to meet with CEO's of some of France's largest multinational corporations, along with visits to historic sites like the scene of the allied landing in Normandy. In addition to several general networking receptions, there will be multiple opportunities for one-on-one business development meetings. For more information, contact the New Orleans World Trade Center at info@wtcno.org or (504) 529-1601.

OIL & GAS TRADE MISSION TO ISRAEL

Tel Aviv, Jerusalem
October 27-31

The U.S. & Foreign Commercial Service (USFCS) is organizing an Executive-led Oil and Gas Trade Mission to Tel Aviv and Jerusalem, Israel to introduce U.S. firms to Israel's rapidly expanding oil and gas market and to assist U.S. companies pursuing export opportunities in this sector. For more details, visit [here](#).

PAACE Automechanika

Mexico City, Mexico
July 18-20



Mexico's and Central America's most important automotive trade show, held annually in Mexico City, this event draws thousands of attendees in the automotive industry. Held in conjunction with the International Week of the Automotive Industry and with the support of important industry associations, PAACE Automechanika Mexico has become a growing platform for automotive business in the Mexican and Central American markets.

The 13th edition of PAACE Automechanika Mexico, Mexico and Central America's most important international trade show for the automotive aftermarket, returned to the Centro Banamex in Mexico City, July 18-20, 2012 with the largest event in its history. 474 exhibitors from 20 countries around the world exhibited their latest products and services in 21,347 gross square meters of exhibition space in PAACE Automechanika Mexico 2011. The show attracted 11,895 visitors from 31 countries including Mexico.

The U.S. Commercial Service staff from the U.S. Embassy in Mexico City will be available at PAACE Automechanika Mexico 2012 to assist U.S. firms with their export needs, and to facilitate contacts between U.S. exhibitors and business visitors. For more information, visit [here](#).

Interbuild Africa August 15-18 Johannesburg, Africa

Interbuild Africa 2012 is Africa's largest building services and construction exhibition. Strategically developed as a 'one-stop' event, co-hosting several other shows. For details, email laisvir.Sewpaul@trade.gov.

2012 FARNBOROUGH INT'L AIRSHOW

July 9-15
London, U.K.

The 2012 Farnborough International Airshow (FIA) will be the world's largest aerospace and defense exhibition in 2012 and a key event for U.S. aerospace and defense suppliers to showcase their latest technologies and products. For more information, visit [here](#).



Maritime News

WEBINAR - CANADA'S NATIONAL DEFENSE PROCUREMENT UPDATE:
The National Shipbuilding Procurement Strategy
June 19, 2012 at 1:00 pm CT

The Government of Canada's (GOC) First Defense Strategy outlines close to C\$490B in military spending until FY2027/28, creating a multitude of opportunities for U.S. companies. This webinar will provide you with an update on the Canadian Marine Industry with a focus on government ships, procurement, and how to meet Canada's IRB requirements (offsets). Topics will include: Briefing on the Canadian Marine Industry ; Understand DND's Procurement Process; How to Meet Canada's IRB (offset) Requirements in the Aerospace, Defense and Security sector; and How can U.S. Businesses Contribute to the National Shipbuilding Procurement Strategy. Register for this event [here](#). For questions, please contact Luz Betancur at luz.betancur@trade.gov.

SHIPBUILDING, MACHINERY, & MARINE TECHNOLOGY (SMM)
International Trade Fair
Hamburg, Germany
September 4-7

SMM is the leading international forum of the maritime industry. Every two years, the representatives of the shipbuilding and marine equipment industries from all parts of the world meet in Hamburg, present innovations and forward looking technologies, and set the course for future success of the industry.

For more information on Commercial Service support at the show, contact Claus S. Faltin at Claus.Faltin@trade.gov.

TRADE LEAD- CAMEROON REQUEST
Product demanded: Passenger Ferry
Detailed Product Description:

Engine type: Caterpillar or Baudouin
No. of engines: 2
Vessel capacity: 300-350 persons
Vessel tonnage: 200-300 tons
Draft: 1.6-2 meters
Speed: 18-22 knots
Age: 10-15 years

For more details, please contact Jessica Gordon at Jessica.Gordon@trade.gov.

Export Mississippi is a publication of the Mississippi U.S. Export Assistance Center.

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Commercial News USA Schedule for 2012

Each issue of Commercial News USA (CNUSA) reaches an estimated 400,000 readers worldwide in 178 countries. Published 6 times a year, please find below the special focus sections schedule. In addition to special focus sections, each issue of the magazine includes sections for advertisers from all industry sectors. Special sections and foreign language inserts are included throughout the year.

March-April	Industrial Equipment and Supplies Manufacturing
May-June	Exporter of the Year, Export Management Companies
July-August	Information & Communication, Travel & Tourism
Sept.-Oct.	Automotive, Energy
Nov.-Dec	Health & Beauty, Medial Equipment

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