



NEWS

Export Growth Benefits AZ Companies

Phoenix, AZ – The U.S. Commercial Service of the Commerce Department's International Trade Administration announced new data that show Arizona merchandise exports increased 14 percent in the first nine months of 2011 compared to the same period in 2010, growing from \$11.5 billion to \$13.2 billion.

"The growth in Arizona exports shows that even in these challenging economic times, many local companies are working to enhance their competitiveness and bottom line by making new sales abroad," said Eric Nielsen, Director of the U.S. Commercial Service in metro Phoenix. "Our office can take companies through the process of exporting and help determine which partner or distribution channel is best."

Arizona's nine-month 2011 merchandise export sales outpaced the 2010 figures for the same period in many top destinations, including Japan, Malaysia, France, Germany, and United Kingdom (17 percent). Export sales to Arizona's two largest clients, Mexico and Canada, increased 15 and 8 percent respectively. "With the help of Arizona export sales, President Obama's National Export Initiative continues to progress towards the target goal of doubling U.S. exports by the end of 2014," said Suresh Kumar, Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service. "Arizona businesses also stand to benefit from the recent congressional passage of free trade agreements with Colombia, South Korea, and Panama. When implemented, these agreements are expected to increase U.S. GDP by about \$12 billion and U.S. exports by \$13 billion annually, supporting economic and job growth across the country."

(Article continued on page 4)

Telecom Association Files Trade Agreement Infringements with USTR

The Telecommunications Industry Association (TIA) officially filed its 1377 Report for 2012 to the United States Trade Representative on December 15th. Section 1377 of the Omnibus Trade and Competitiveness Act of 1988 Act requires USTR to annually detail the effectiveness, implementation and compliance of U.S. telecommunications trade agreements. Countries and regions covered in this year's TIA submission include Argentina, Brazil, China, Costa Rica, the European Union, India, Indonesia, and the Republic of Korea. Trade agreement infringement issues highlighted in this year's 1377 filing by TIA include: concerns over protectionist policies associated with indigenous innovation initiatives in China and India; policies that contradict the principle of technology neutrality in several countries; foreign equipment licensing and certification processes; spectrum management issues; and the freedom to use strong encryption.

ACCESS 2012: Opportunities in Africa, Middle East, and South Asia

Export markets are not only vital to economic development but also to your company's growth. Find out about how the U.S. Commercial Service can help your company to identify new export markets and opportunities in Africa, the Middle East and South Asia, obtain the resources necessary to succeed in these markets, and develop market entry strategies. Join us for the annual meeting of the U.S. Department of Commerce Senior Commercial Officers from the Africa, Middle East, and South Asia regions including: Algeria, Egypt, Ghana, India, Iraq, Israel, Jordan, Kenya, Kuwait, Lebanon, Libya, Morocco, Nigeria, Pakistan, Qatar, Saudi Arabia, South Africa, and the United Arab Emirates.

The two day ACCESS 2012 will consist of sessions on market entry strategies, financing, and mitigating risk, concurrent sessions covering country- and industry-specific information and opportunities, pre-scheduled one-on-one meetings with Foreign Commercial Service Officers, high-profile keynote speakers, and networking opportunities. Contact Anna.Flaaten@trade.gov for more information.

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Export University

TUCSON: HOW TO SUCCEED IN MEXICO

(Feb. 2) The Arizona District Export Council invites you to Export University Tucson on February 2nd, 2012. In this session participants will be lead through the detailed process of exporting to Mexico. Mexico, just a short drive away from Tucson, offers amazing potential for Arizona manufacturers, suppliers, international sellers and service providers. While geographically close, Mexico still presents a challenge for many U.S. companies that struggle to understand cultural differences in business, the processes of a business transaction within Mexico, identification of decision makers, legal issues, documentation and security concerns. This training will provide detailed answers to your questions on Mexico. Registration & more information can be found [here](#).

DOUGLAS: EXPORT BASICS

(Feb. 8) With 95% of the world's population and 78% of the world's purchasing power outside of the United States, service providers, manufacturers, and economic development organizations should consider global markets. Increase your knowledge of developing international sales channels and growing your business abroad. This course is designed to provide you with and understanding of the basics of exporting and to introduce you to others who can help you grow your business or organization internationally. Specialists from the US Department of Commerce, the Arizona Commerce Authority and local private and public partners will be on hand to answer all of your export-related questions. Registration & more information can be found [here](#).

UPCOMING TRADE EVENTS

[Oman Construction Summit 2012](#)

Jan 29 – Feb 1, 2012 – Grand Hyatt Muscat, Oman

[ConstruExpo 2012 – U.S. Product Marketing Showcase 2012, El Salvador](#)

February 2-5, 2012 – San Salvador, El Salvador

[Construction Trade Fair](#)

February 15-19, 2012 – near San Jose, Costa Rica

[Ecobuild](#)

March 20-22, 2012 – London, United Kingdom

[Aerospace & Defense Supplier Summit](#)

March 12-15, 2012 – Seattle, WA

[WINDPOWER 2012](#)

June 3-6, 2012 – Atlanta, GA

LOCAL OPPORTUNITIES

World Trade Forum – January 18, 2012

Moderated by Snell & Wilmer partner Brett W. Johnson, this is an opportunity to hear top government officials from all levels reflect on what has happened in 2011 and discuss the outlook for 2012 with regard to global trade, government efforts and programs to stimulate international trade, and how all of this will impact Arizona.

8:00 a.m. – 8:30 a.m. | Registration

8:30 a.m. – 10:00 a.m. | Program

Wells Fargo Conference Center, 100 West Washington Street, Phoenix, AZ 85003

Parking is discounted with the Conference Center's stamp to \$3.00 in the 303 N. 2nd Avenue Facility. Please bring your parking stub to the meeting to receive your discount.

RSVP by Friday, January 13, 2012 to rsvp@swlaw.com or by calling 602.382.6599.



ARIZONA ABROAD is a monthly publication of the Phoenix, Scottsdale and Tucson Export Assistance Centers.



THE U.S. EXPORT

ASSISTANCE CENTERS are part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global market- place. See www.export.gov/cs.

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NATIONAL EXPORT INITIATIVE

Learn more at www.export.gov.



ALL BUYUSA.GOV SITES ARE NOW AT EXPORT.GOV

Exporter information that was on BuyUSA.gov has now moved to Export.gov. Find our office at www.export.gov/arizona/index.asp



Spring 2012: Webinars on Exporting Basics!

[China Dental Webinar](#)

(Jan 18): Increased living standards are growing the demand for dental services in China. This webinar will cover: market opportunities and best strategies for entry; how to find reliable and credit-worthy distributors; regulatory requirements; and mitigating Intellectual Property Rights risk. Begin your China strategy now! For questions please contact jetta.denend@trade.gov or 212-809-2644.

[Design & Construction Opportunities in Kazakhstan](#)

(Jan 30): In this free webinar, learn how to do business in Kazakhstan, about Kazbuild, a major trade show for construction, and get insight from a US firm currently doing business in country.

[Obtaining Haitian Reconstruction Contracts](#)

(Feb 15): This webinar provides business-focused information from U.S. Government and private sector speakers on how to access Haitian contract opportunities arising from reconstruction projects.

SALEO: "Mexico Trade Automation"

January 18th, 2012 – 5:30pm-8:30pm

The Southern AZ Logistics Education Organization (SALEO) dinner will feature Eduardo Ramos, President of AduanaSoft, speaking on "Mexico Trade Automation." It will be located at Discount Suite Hotel, 4855 E Broadway, Tucson, AZ 85711.

Cost is \$30 general (\$25 first attendees, \$10 students). RSVP by noon 1/16 to (520) 977-3626 or al@saleo.org.

InfoComm 2012

Every year, people from more than 90 countries gather at InfoComm for the best products and opportunities in the industry. InfoComm 2012 has once again been selected to participate in the U.S. Department of Commerce's International Buyer Program (IBP), which recognizes the event's worldwide importance in the audiovisual industry. Specialized B2B matchmaking services are available for you at InfoComm.

Please contact Kristian.Richardson@trade.gov for further information.

ADEC Spotlight – New for 2012



Mr. Franz Jost is President of Scottsdale, Arizona based ISE Cards Inc. (International Student Exchange Cards). For the past 25 years, Franz has been involved in the student and youth travel business worldwide. The primary emphasis of his business is with American students traveling to Europe, but he has also dealt with students and programs in Asia, Australia and Africa. Prior to entering the student travel business, Franz worked in international sales in the oil

and heavy construction industries in the Middle East, Asia, South American and Alaska. Franz holds a Bachelor's of Science in International Finance and an MBA from the University of Illinois. Fluent in German and speaking conversational French and some Spanish, Franz has been a member of the Arizona District Export Council since 1995. franz.jost@exportaz.org.

What events/trends are you seeing internationally, that companies in the tourism industry need to take into account, to compete globally?

The major factors affecting our business are the continued growing affluence in formerly "second" or "third" world countries, the continued improvement in the US Dollar exchange rate, and the broadening of the visa waiver program to include more countries. Someone in the tourism industry therefore would do well in pursuing business in China, India, Brazil, and in countries which were recently approved for the visa waiver programs, such as South Korea, and Singapore and those nominated for approval, such as Brazil, Argentina, and Chile. The elimination of the cumbersome and expensive process (often \$1,000 or more for a family of four) of obtaining a visa in person makes the USA an attractive destination.

If you could tell companies three things that they should know about doing business abroad, what would they be?

Maintain your integrity, be open to different beliefs and approaches, and form close, personal relationships with key contacts. These relationships will be crucial in overcoming the future problems and challenges which occasionally develop in all business partnerships.

What resources do you rely on to help your company succeed in international business?

In our business, the personal contact appears to be the key to success. While we obtain some business via the internet, every significant customer we have, is a customer we have met personally. For us, the most efficient and cost effective method in identifying potential clients is through the use of the "Gold Key" service offered by the US Department of Commerce. Our international student identification cards are sold in about 60 countries. In approximately half of these countries we were introduced to our main clients through a "Gold Key". The other method is the attendance at selected trade or industry fairs or conventions. Compared to the cost of a "Gold Key" however, the fairs are significantly more expensive and less certain to yield results.

NEWS

(Continued from page 1)

"The growth in Arizona exports is not just about big companies," said Karen Dickinson, Chair of the Arizona District Export Council. "Ninety-eight percent of all U.S. exporters are small and medium-sized firms, and the Commercial Service and the Council continue to focus on these businesses as they look to build their bottom line by making new sales abroad."

To further expand the reach and availability of export programs to businesses nationwide, the International Trade Administration has signed a Memorandum of Intent with the State International Development Organizations, Inc. (SIDO). SIDO supports state international trade agencies, and the memorandum expands cooperative efforts in the promotion of federal and state export programs such as trade missions and overseas business matchmaking services.

With 108 offices across the United States and in American Embassies and Consulates in more than 75 countries, the U.S. Commercial Service connects U.S. companies with international buyers through export counseling and a variety of export services.

To get started, contact the local U.S. Commercial Service in Phoenix/Scottsdale (tel 602-640-2513), Tucson (tel 520-670-5540) or visit www.export.gov/Arizona.

World of Concrete Show in Vegas

Showtime will allow participating companies the opportunity to meet one-on-one with our U.S. Embassy Commercial Building Products and Equipment Specialists at the World of Concrete Show in Las Vegas, NV. Industry professionals from around the world will be on hand to discuss market trends and opportunities for your firm in their markets. They can help your company expand its international reach. Also available for meetings will be representatives from Small Business Administration Office of International Trade and the Export-Import Bank of the United States.

Discuss your company's sales potential around the world, learn how to take advantage of free trade agreements, learn about best sales opportunities in overseas markets, and discover how the U.S. & Foreign Commercial Service can help you locate new business partners. More information can be found [here](#).



Aerospace and Defense Requirements Conference

The Arizona Technology Council will host the 1st Annual Requirements Conference for Arizona's Aerospace, Aviation & Defense Community. This two day event will be held on **January 25 – 26, 2012 at the Phoenix Convention Center**. The Council is collaborating with the Arizona Commerce Authority, Arizona Science Foundation Aerospace & Defense Initiative, and others to put on a world-class conference.

For more information, click [here](#).

ARIZONA IN JANUARY!

The Bureau of Industry and Security
Western Regional Office
Cosponsored by Arizona District Export Council
Presents

"Complying with U.S. Export Controls"

January, 2012

Scottsdale, Arizona

The two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods.

For further information, contact Kristian Richardson. Kristian.Richardson@trade.gov or call 602-254-2907

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