



TradeSource

The National Export Initiative Gives Rise to New Programs and Services

TradeSource Will Keep You Informed

Since the inaugural issue of TradeSource in July 2010, the U.S. Census Bureau has received strong positive feedback from you, the reader. In our ongoing support of the National Export Initiative, this issue brings you the latest on export services, promotion, and export financing programs. Economists report that the health of our nation depends more on exports than ever. In an effort to expand exports, the federal government is engaging in a more robust effort to expand trade promotion, including educating U.S. companies about opportunities overseas, directly connecting them to potential new customers, and serving as an advocate for them in foreign markets.

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Export.gov Gets a Facelift

By Kimberly Becht, International Trade Administration

Tapping into the National Export Initiative is as easy as visiting the federal government's export assistance portal at <<http://export.gov>>. As part of the National Export Initiative (NEI), export.gov's home page has been redesigned to make it easier for exporters and U.S. companies looking to export to find the information they need.

New Features Box

Export.gov's new feature box highlights key events and information, such as upcoming trade missions and conferences, as well as stories of how other U.S. companies, similar to yours, have successfully exported and how they did it.



New Exporting Channels

The "Begin Exporting" and "Expand Your Exports" buttons are the entryways for either new or currently exporting U.S. companies to find the information that is most important to them.

The Begin Exporting channel walks users through registering for Export.gov and guides them to a self assessment of where they are in the process of preparing to export. Based on the user's

answers, export.gov guides them in taking the next step along the road to exporting. In addition to the self assessment, Begin Exporting provides guidance on training, counseling, developing a business plan, gathering market research, finding a buyer, and obtaining financing. It is the one place companies can go to find what they need to get started in exporting.

U.S. companies that are already exporting can expand their exports further through the new Expand Your Exports channel. This channel walks companies through four easy steps to expanding to new markets: examining complementary markets, tracking global demand of their product, talking with their peer group, and contacting their local trade specialist. It also discusses how the government can help companies overcome the challenges that they may encounter, such as protecting their intellectual property rights or obtaining additional financing to further their exports.

Export Topics and Training

Whether companies are new to exporting or have been exporting for years, export.gov has information and training available to assist them. The Export Topics area includes information such as determining what your Harmonized Tariff Schedule codes are, how much a company would need to pay in tariffs and taxes to an individual country, how to obtain financing, and stories of other companies who

are exporting and how they succeeded. In the Training section, companies can search for upcoming training that is available through export.gov or learn about formal training offered by a variety of providers. It also includes a section called Export Basics for those who are just getting started in the process and need to learn more.

Trade Shows, Trade Missions, and Webinars

Export.gov's home page includes a new box for trade shows, trade missions, and Webinars, in particular, highlighting the events that are the largest or most influential. Many of the domestic trade shows that are mentioned are part of the International Buyer Program, where foreign buyers are brought to participating trade shows with the specific goal of meeting U.S. companies. Trade missions, listed on the center tab, are trips arranged by the government with multiple U.S. companies that travel to key markets to meet foreign companies and governments interested in buying U.S. goods and services. A link at the bottom of each of these tabs takes you to a full listing of upcoming events.

Whether you are just beginning to export or expanding to new markets, export.gov has the information you need to succeed. You can find export.gov on FaceBook and Twitter or you can sign up to receive e-mail updates. Export.gov is always looking for ways to improve, so let them know what you think. Export.gov wants to hear from you!

New Ex-Im Bank Products and Tools to Help Small Business Exporters

By Stephen Maroon, *Export-Import Bank of the United States*

The Export-Import (Ex-Im) Bank of the United States is committed to supporting small business. It is one of Ex-Im's top priorities. Of Ex-Im's fiscal year 2010 authorizations, 85 percent of Ex-Im's transactions were for small businesses and more than 700 small businesses worked with Ex-Im Bank for the first time. They were among almost 2,000 such companies that expanded their export sales through work with Ex-Im. Ex-Im also took concrete steps to improve turnaround time for clients and looks forward to building on these efforts in the upcoming fiscal year.

Ex-Im Bank is an independent, self-sustaining agency of the federal government that is stepping up its efforts to provide even more support. As part of a new initiative called Small Business Global Access, four new insurance and credit products, and two new outreach tools will enable more U.S. small businesses to export more goods and services to more customers in more countries.

The new products enable a simpler, faster application process; increase access to funds for small-business suppliers of goods and services to U.S. exporters; ensure access to private-sector insurance to cover the risks of nonpayment by foreign buyers; and provide project financing for small-scale solar projects.

Faster and simpler processing of export credit insurance

Express Insurance is Ex-Im Bank's innovative, introductory product for U.S. small-business exporters currently not using export credit insurance. The product will provide a 5 working day turnaround with

a streamlined application, policy issuance, and up to two free foreign buyer credit limit decisions on amounts up to \$300,000. This product is scheduled to be available in early 2011.

Financing for companies in the supply chain

The Bank's supply-chain guarantee strengthens the supply chain by helping U.S. companies to expand their sales to U.S. customers that export. It increases liquidity for small-business suppliers by enabling participating lenders to purchase suppliers' accounts receivable that are due from U.S. exporters. Small-business suppliers improve their cash flow by ensuring the prompt payment of these receivables and lowering the cost of credit.

Expanding the availability of export credit insurance

Ex-Im Bank's reinsurance product ensures that U.S. small-business exporters can obtain private-sector insurance to cover the risks of nonpayment of foreign receivables. Participating private-sector insurers are eligible for reinsurance from Ex-Im Bank for short-term export-credit insurance policies supporting U.S. exports on repayment terms of 180 days or less (exceptionally up to 360 days). Ex-Im Bank's reinsurance mitigates the risks for private insurers and enables them to expand their underwriting capacity for these credits.

Expediting loan processing for solar energy exports

The Solar Express product helps U.S. exporters of solar-energy equipment, technology, and services by

providing streamlined financing of their exports to small solar-energy projects in international markets. Ex-Im Bank can finish processing applications for the project financing of small solar-energy producers seeking loans of \$3 to \$10 million in as few as 60 days.

To learn more about these four new products, as well as how Ex-Im Bank can help your company extend credit, protect against nonpayment, and provide working capital, call 800-565-3946 and press 2 at the prompt.

Ex-Im Bank has also redesigned its Web site with a special section dedicated small businesses. It will help you and your colleagues learn how the agency can provide your company with financial support or simply learn about exporting in general. Videos and stories about the success of other exporters are included. Learn more at www.exim.gov/smallbusiness.

Finally, Ex-Im Bank is now offering a series of Webinars to assist exporters in understanding how the agency's various financial tools can help increase sales, minimize risks, and improve cash flow. The sessions are free and provide a question and answer segment. To view upcoming Webinars, seminars, and other trade events, see <http://go.usa.gov/C3q>.

In this competitive global economy, your company needs valuable partners. Ex-Im Bank is ready to assist. Let Ex-Im Bank help you grow your international sales and minimize the inherent risks of trade. See www.exim.gov for more information.

The U.S. Small Business Administration (SBA) Looks to Facilitate Small Business Exports via Matchmaker Events

By John J. Miller, U.S. Small Business Administration

Among its efforts to boost small business exports, the SBA dusted off and relaunched a strategy last used in the 1990s. The Export Matchmaker Trade Fair & Conference held in September 2010 in Jersey City, NJ, was a revival of that successful formula for connecting small-business manufacturers and suppliers with export trade intermediaries, particularly export management companies and export trading companies.

The Matchmaker program encourages small-business manufacturers and suppliers to consider business relationships with export management companies and export trading companies. EMCs and ETCs as they are commonly known, can expedite foreign market entry for firms that do not have their own international marketing staff or experience selling their products abroad.

EMCs and ETCs typically offer product-specific expertise combined with export sales and marketing knowledge and networks of buyers in a particular country or countries. They either represent a manufacturer's or supplier's product in those countries with a distribution agreement or by taking title to the goods for resale.

There can be trepidation on the part of small U.S. businesses to export due to any number of factors, including payment concerns, language barriers, the expense of hiring in-house expertise, and/or a belief that the U.S. market is large enough to tackle. Working with an EMC or ETC can eliminate those



Participants at the Export Matchmaker Trade Show explore business opportunities.

concerns and open doors in the global marketplace. In fact, once a business has successfully completed an initial export transaction, it will typically pursue additional export opportunities through those trade intermediaries or by establishing its own export expertise.

Last year, some 280,000 small businesses made up 97 percent of all exporters in the United States, shipping nearly \$500 billion worth of products. However, that is a relatively small number of the total universe of small businesses. According to SBA Director of International Trade, Luz Hopewell, "Tapping the export potential of more small businesses will be necessary if we are to reach the President's goal of doubling exports in 5 years. The Export Intermediary Matchmaker program will reach companies that might otherwise not have an international

market strategy in place, or current exporters who may not have the available resources, contacts, or expertise to enter new foreign markets."

The Matchmaker in Jersey City drew participants from as far as Nevada, Colorado, Ohio, Georgia, and Florida. The program consisted of a trade show, wherein EMCs and ETCs exhibited their services to small business owners and managers. Additional exhibitors included freight forwarders, shippers, bankers, and economic development organizations. Running concurrently with the trade show were a series of workshops on key topics. The next event is tentatively scheduled to take place in Louisiana in early 2011. Business owners interested in keeping apprised of future Matchmaker events should visit www.sba.gov/oit, or contact John.Miller@sba.gov.

Get the Most Out of Your International Trade Show Experience: Choose Certified Trade Fairs

By Michael Thompson,
U.S. Commercial Service

Getting the best return on your trade show investment is an ongoing challenge for most companies. Anyone who has been to more than one trade show—either domestic or international—can attest that not all trade shows are created equal. Moreover, finding an unbiased assessment of how worthwhile a trade show venue can be is even more challenging. That's where the U.S. Commercial Service (CS) comes in.

The CS Trade Fair Certification (TFC) program is a cooperative partnership arrangement between private sector show organizers and the U.S. government to increase U.S. exports and to expand U.S. participation in international trade shows. Participating U.S. companies benefit from expanded services and personal support to find their next export deal.

The program provides U.S. Department of Commerce endorsement, show-related services, oversight and coordination of event services, promotional support, exhibitor marketing facilitation, and in-country show site assistance for private sector organizers to recruit and build a U.S. pavilion at selected foreign-trade shows. The certified show and U.S. pavilion ensure a high-quality, multi-faceted opportunity for American companies to successfully export their products and services.

Upcoming TFC Events in 2011

The CS has certified several events for 2011. Keep reading to see if one of these events is ideal for your

company, or go to <<http://export.gov>> for a complete listing. In addition to the export counseling and match making services provided to U.S. exhibitors at TFC events, the CS will emphasize two priorities: (1) Boosting small- and medium-sized business participation in the events, and (2) Working with the other federal export promotion agencies (through the Trade Promotion Coordinating Committee) to offer an expanded array of value-added services to U.S. exhibitors.

- The CS will share an exhibit booth with representatives of the Department of Homeland Security (DHS) in the U.S. pavilion at **INTERSEC 2011, Dubai, UAE, January 16–18, 2011**. INTERSEC is a major international safety and security trade show. The Director and Deputy Director of the Corporate Communications Division, Science & Technology Directorate, DHS, will attend the show and will brief exhibitors in the U.S. pavilion about the DHS grants program, under which U.S. companies can apply for funding to develop products and systems deemed important by DHS for U.S. national security. For additional information about INTERSEC 2011, contact Edward Kimmel at <Edward.Kimmel@trade.gov>.
- The CS will collaborate with another Trade Promotion Coordinating Committee agency, the Foreign Agriculture Service (FAS) of the U.S. Department of Agriculture, at **BioFach and Vivaness 2011, in Nuremberg, Germany, February 16–19, 2011**. BioFach Vivaness is one of the world's

leading international organic trade exhibitions, with a product mix ranging from cosmetics to beverages to textiles. FAS personnel will be on hand to brief exhibitors in the U.S. pavilion on export opportunities for products falling under their jurisdiction, such as wines and other beverages, and organic foods (such as olive oil) and organic agriculture in general. For additional information about BioFach and Vivaness 2011, contact Edward Kimmel at <Edward.Kimmel@trade.gov>.

- **The Asian Aerospace 2011 Exhibition and Air Show, Hong Kong, March 8–10, 2011**, is one of Asia's premier Aerospace events. In 2009, Asian Aerospace drew over 12,600 attendees, 2,200 airline representatives, and 91 U.S. exhibitors. The U.S. Commercial Service also hosts an Aerospace Products Literature Center (APLC) showcasing the products and services of U.S. companies. In 2009, 29 U.S. companies participated, receiving a cumulative 1,000 trade leads. The APLC is a low cost option for subject matter experts to have a presence at a key industry event. For a small fee, the CS will display the product literature for a company, collect trade leads, and distribute the leads after the event. The Export-Import Bank will send a representative to Asian Aerospace 2011 to counsel U.S. exhibitors about available pre-export financing, export credit insurance, loan guarantees, and direct loans. For additional information about Asian Aerospace 2011, contact Deborah Semb at <Deborah.Semb@trade.gov>.

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Get the Most Out of Your International Trade Show Experience, Choose Certified Trade Fairs—Con.

▪ **The Latin American Aerospace & Defense 2011 (LAAD) will be held April 12–15, 2011**, in Rio de Janeiro, Brazil. It is the most important defense and security event held in the region. In 2009, LAAD hosted 45 official and military delegations from 43 countries, 18,200 visitors from 60 countries, 335

exhibitors from 31 countries, and 14 national country pavilions. The U.S. Commercial Service will work with the Department of Defense (DOD), Office of Defense Cooperation in Brazil to setup high-level foreign military delegation tours of the U.S. pavilion, and one-on-one meetings for U.S. companies with potential

(military) customers. The Director of DOD, Defense Security and Cooperation Agency (DSCA), Vice Admiral Landay, is planning to attend LAAD 2011. For additional information about LAAD 2011, contact Deborah Semb at <Deborah.Semb@trade.gov>.

Your Shipment, Your Responsibility

*By Omari Wooden,
Foreign Trade Ombudsman*

In the world of exporting, it's important to be proactive, instead of reactive. Not knowing is not an excuse! Whether you are a small business, first-time exporter, or a large multinational corporation, you are in control of your company's compliance as it pertains to exporting laws and requirements.

The Foreign Trade Regulations (FTR) were implemented on October 1, 2008. Included in the FTR were clarifications on exporting terms, sample forms for written authorizations, and other useful tools to help you better understand what's required of you in the exporting process. As the Trade Ombudsman for the U.S. Census Bureau, I travel the nation and work with all types of companies involved in the exporting process. I offer advice and clarifications on the FTR, solutions to problems regarding the Automated Export System (AES), and assist with a wide range of

other topics. However, one of the most important messages I convey is that the Foreign Trade Division (FTD) of the U.S. Census Bureau is available to assist you with your exporting questions and concerns. Our goal is to provide you with tools and resources to maintain export compliance.

We reach out to the trade community through various methods to provide a better understanding of your roles and responsibilities in the export transaction. Our outreach efforts include, but are not limited to:

- **AES Compliance Seminars:** dynamic full-day seminars where we discuss the AES, FTR, commodity classifications, enforcement, and other topics. Excellent place to meet face to face with experts who are able to answer your exporting questions.
- **Webinars:** online training, if you can't make it to one of our compliance seminars this is a great alternative.

- **Best Practices Manual:** document that provides helpful resources and recommendations to help improve your exporting business and maintain compliance.
- **Call Center:** helpful FTD staff that can assist with the AES, commodity classification, and regulatory questions. Call us at 800-549-0595 and select menu option 1 for AES, option 2 for commodity classification, and option 3 for regulatory assistance.
- **Compliance Review Program:** company visits by FTD staff to help improve your compliance levels by providing specific company and process guidance.

Our goal is to help you avoid delays, seizures, and penalties. As I share with forwarders, manufacturers, and carriers (big and small, new and experienced), I encourage them to take control and be proactive. Be sure to tap into these resources to get it right the first time.

Bringing Foreign Buyers Together With U.S. Manufacturers and Services Providers

By Leocadia I. Zak, Director of the U.S. Trade and Development Agency

USTDA Launches International Business Partnership Program

To achieve the President's goal of doubling U.S. exports over the next 5 years, the U.S. Trade and Development Agency (USTDA) launched the International Business Partnership Program (IBPP).

Through the IBPP, USTDA has increased investments in technology demonstrations, training, and specialized sector-specific workshops and conferences, helping U.S. industry create high-paying export-related jobs.

As a principal means for achieving this goal, USTDA substantially increased its investments in reverse trade missions this past year.

Through these visits, USTDA brings foreign delegates to the United States for firsthand, comprehensive exposure to U.S. products and technologies that can be utilized to further emerging countries' development priorities. Reverse trade missions also present excellent opportunities for U.S. businesses to establish relationships with prospective overseas clients that lead to increased U.S. exports.

The IBPP is based on a history of success opening export markets in emerging economies for U.S. manufactured goods and services. This success is best demonstrated by the identification of over \$47 in

U.S. exports for every \$1 invested by USTDA in activities over the past 10 years. These programs have led to some of the biggest export successes achieved by the Agency. Examples include sales of U.S.-manufactured locomotives to Brazil, power turbines to Botswana, and search and rescue vehicles to China; each creating high-paying jobs in the United States.

In keeping with the President's goal of establishing a robust "green" economy, this year USTDA focused its efforts on the promotion of U.S. manufactured clean energy technologies. By targeting near-term clean energy export opportunities, USTDA was able to facilitate business connections that are leading to new sales abroad (see Saving Energy, Creating Jobs).

Overall in 2010, as a result of USTDA's IBPP, the Agency introduced over 290 foreign delegates from

35 countries to more than 750 company representatives across the United States. As a direct result of these relationships, U.S. companies were introduced to new sales opportunities that equal billions of dollars in new potential exports.

Saving Energy, Creating Jobs—A Case Study

This year, USTDA worked with representatives of the public and private sectors in South Africa to reduce energy consumption by investing in energy efficient technologies. This program included a training session in South Africa and a reverse trade mission that introduced delegates to energy efficient technologies, equipment, and best practices. Based on this experience and relationship forged during the reverse trade mission to the United States, the General Manager of Store Development for Pick n Pay, a grocery chain in South Africa with over 700 stores, placed a breakthrough order for energy efficient skylights from Sunoptics (Sacramento, CA) to enhance natural lighting for its new flagship store that opened in October 2010. Use of these patented prismatic skylights is estimated to reduce energy costs by 70 to 80 percent. It is anticipated that the initial sales for Sunoptics will lead to future orders in South Africa.

To learn more about USTDA and how you can participate in an upcoming reverse trade mission, please visit www.ustda.gov.



Pick n Pay's flagship store opened in October 2010, utilizing U.S. manufactured energy efficient products.

Minimizing the Risk of Diversion and Transshipment of Sought After U.S. Controlled Items

By Gerry Horner and Donald Creed,
Bureau of Industry and Security

Transshipment is the act of shipping goods/items to an intermediate destination prior to reaching their ultimate end-user and end-use. Transshipment is a common practice with logistic benefits, but can be used illegitimately to disguise country of ultimate destination, end-use and end-user.

The success of export control laws in the context of transit, transshipment, and re-export transactions rests on well-managed and comprehensive export compliance programs. Both government and industry recognize that implementing effective export compliance programs are an important component of responsible corporate citizenship and good business practices.

The diversion of controlled and unlisted U.S. origin items from authorized to unauthorized end-uses, end-users, or destinations, even inadvertently, undermines efforts to counter the proliferation of weapons of mass destruction, terrorism, and other threats to national and international security. Global “transshipment hubs”—i.e., countries or areas that function as major hubs for the trading and shipment of cargo—pose special risks due to their large volumes of transit, transshipment, and import and re-export traffic. Such hubs make transshipment trade particularly vulnerable to the diversion of sensitive items for illicit purposes.

To combat diversion risk, the U.S. government and industry (including exporters, freight forwarders, carriers, consolidators, express couriers, and others that are parties to dual-use export transactions) must strengthen its partnership and consolidate existing best practices and establish new and emerging ones to prevent diversion. The

U.S. government recognizes the importance of soliciting input from industry to identify new and emerging best practices that are tailored to the particular activities and circumstances to guard against the diversion and transshipment risk of controlled trade.

On September 1, 2010, the Department of Commerce’s Bureau of Industry and Security (BIS) issued a notice of inquiry in the federal register <<http://edocket.access.gpo.gov/2010/pdf/2010-21843.pdf>> to seek public comments on a set of proposed “Best Practices for Transit, Transshipment, and Re-export of Items Subject to the Export Administration Regulations.” These are based on the following four principles:

- Industry and government should work together in a cooperative partnership on a domestic and global basis to foster secure trade.
- Secure trade will reduce the incidence of diversion of dual-use items to prohibited end-uses and end-users.
- Effective export management and compliance programs will encourage expeditious movement of legitimate trade.
- Industry can achieve secure trade objectives through quality-driven export management and compliance practices.

BIS is also reaching out to export companies to engage in a dialogue regarding new transshipment principles and best practices that complement those already identified in its Web guidance and industry outreach regarding export management and compliance programs. See <<http://www.bis.doc.gov/complianceand enforcement/emcp.htm>>.

BIS has requested input on the following list of existing and emerging transshipment best practices to guard against diversion risk based on industry and government experience.

Best Practice #1. Pay heightened attention to the Red Flag Indicators on the BIS Web site <<http://www.bis.doc.gov/Enforcement/redflags.htm>> with respect to transactions to, from, or through transshipment hubs. When a company encounters a suspicious transaction, such as those outlined in the “Know Your Customer,” Guidance and Red Flags (Supplement No. 3 to Part 732 of the EAR), it should inquire further and attempt to resolve any questions raised by the transaction.

Best Practice #2. An Exporter/ Re-exporter should seek to utilize only those Trade Facilitators/Freight Forwarders that also observe these best practices and possess their own export management and compliance program.

Best Practice #3. Exporters/ Re-exporters should have information regarding their foreign customers. In particular, a company should know if the customer is a trading company or distributor and inquire whether the customer resells to or has guidelines to resell to third parties.

Best Practice #4. With respect to transactions to, from, or through transshipment hubs, Exporters/ Re-exporters should take appropriate steps to inquire about the end-user and to determine whether the item will be re-exported or incorporated in an item to be re-exported.

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Minimizing the Risk of Diversion and Transshipment of Sought After U.S. Controlled Items—Con.

Best Practice #5. Freight Forwarders should inquire about the details of a routed transaction when asked by a foreign principal party in interest to ship to a country or countries of destination or ultimate consignees that are different from those provided by the U.S. principal party in interest.

Best Practice #6. An Exporter/ Re-exporter should communicate

the appropriate Export Control Classification Number (ECCN) or other classification information (EAR99) for each export/ re-export to the end-user and, where relevant, to the ultimate consignee.

Best Practice #7. An Exporter/ Re-exporter should report such ECCN or the EAR99 classifications for all export transactions, including “No License Required”

designations to the Trade Facilitator/Freight Forwarder or enter them in the Automated Export System (AES).

TradeSource Newsletter subscribers are requested to forward any comments on this article to Gerard Horner at the Department of Commerce, BIS, Office of Technology Evaluation by e-mail at <ghorner@bis.doc.gov>.

Small Business Jobs Bill Increases Size of Small Business Administration (SBA) Loans for Exporters

By Dennis Chrisbaum, U.S. Small Business Administration

When President Obama signed the Small Business Jobs Act on September 27, 2010, several changes were made to SBA's Export Loan Programs. Among them and effective immediately, a temporary alternative size standard will allow several thousand additional small firms to qualify for SBA programs. Now, instead of only using North American Industry Classification System (NAICS) codes and the number of employees or gross revenues to determine if a company is small, a firm will be deemed small if: a) the maximum tangible net worth of the applicant is not more than \$15,000,000; and b) the average net income after Federal income tax for the prior 2 years is not more than \$5,000,000.

More importantly for exporters, the size of allowable Export Express loans has been increased from \$250,000 to \$500,000, and the lender will now receive a 90 percent guaranty on loans up to \$350,000 and a 75 percent guaranty on loans up to \$500,000. Proceeds from this lender-expedited loan program can be used for market development expenses, such as foreign trade show participation, translation services, and travel; export transaction costs and other working capital needs; or equipment, fixed assets, and real estate. Some proceeds can be used for domestic operations. The applicant must have been in business for a least 1 year and must demonstrate that the loan will help the firm enter a new export market or expand in an existing export market.

The limit for loans under SBA's Export Working Capital Program has been increased from \$2 million to \$5 million, with a 90 percent guaranty to the lender. Loans under this program can be setup to finance a single export transaction—one that might be larger than the firm's normal order—or on a revolving line-of-credit basis to finance multiple transactions. For loans of 12 months or less, the guaranty fee is only ¼ percent. The collateral required is what is in the transaction: inventory, accounts receivable, work-in-process, and an assignment of proceeds for letters of credit or credit insurance policies. Applicants must have at least 1 year of business operating history to qualify or prior exporting experience.

For companies that would like to expand their business because of growing export sales, or for those businesses that have been adversely affected by imports and need to retool to be competitive, the SBA's International Trade Loan can now go up to \$5 million as well, with a full 90 percent guaranty to the lender. Loans combine both fixed asset financing—which could be used for a building or equipment—and working capital (which can go as high as \$4 million).

A special incentive for borrowers contained in the Small Business Jobs Act is that SBA guaranty fees on loans with a maturity longer than 12 months will be waived until December 31, 2010. That can be a substantial savings to the borrower (a savings of \$35,000 on a \$1 million guaranty, for example), so if you need financing, now would be an excellent time to approach an SBA lender. For more information on these programs please see <www.sba.gov/international> or contact SBA's International Trade Finance Specialists around the country:

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Small Business Jobs Bill Increases Size of Small Business Administration (SBA) Loans for Exporters—Con.**Atlanta**

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Sacramento

Territory: Northern Calif. – Fresno to the Ore. Border
 Jerry R. Avila, Trade/Financial Specialist
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Seattle

Territory: Wash., Alaska, Northern Idaho
 Pru Balatero, Trade/Financial Specialist
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 E-mail: pru.balatero@mail.doc.gov

St. Louis

Territory: Okla., Ark., Iowa, Kan., Mo.
 John Blum, Trade/Financial Specialist
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 E-mail: john.blum@mail.doc.gov

Upcoming in 2011

Department of Commerce Official Trade Mission Calendar

U.S. Commercial Service—Connecting You to Global Markets

Trade Mission Jordan, Israel and West Bank: February 20–24, 2011
 Contact: Karen Dubin at <Karen.Dubin@trade.gov> or 202-482-3786

Water Technologies Trade Mission to India: February 27–March 4, 2011
 Contact: Julia Rauner at <Julia.Rauner@trade.gov> or 858-467-7038

Multi-Sector Trade Mission to Nigeria: March 8–10, 2011
 Contact: Ryan Kane at <Ryan.Kane@trade.gov> or 202-482-5740

Gateways to Africa & Middle East Trade Mission to Morocco and Egypt: March 28–April 1, 2011
 Contact: Anne Novak at <Anne.Novak@trade.gov> or 202-482-8178

ICT Mission to Saudi Arabia: April 2–5, 2011
 Contact: Natalia Susak at <Natalia.Susak@trade.gov> or 202-482-4423

Education Mission to Vietnam and Indonesia: April 3–7, 2011
 Contact: Debra Rogers at <Debra.Rogers@trade.gov> or 312-353-6988

Trade Winds in Mexico: April 4–8, 2011
 Contact: Bill Burwell at <Bill.Burwell@trade.gov> or 410-962-4539

Franchise Trade Mission to India: April 10–15, 2011
 Contact: Kristin Houston at <Kristin.Houston@trade.gov> or 949-660-1688

Energy and Transportation Trade Mission UAE and Qatar: June 5–9, 2011
 Contact: Larry Brill at <Larry.Brill@trade.gov> or 202-482-1856

Missions Include:

One-on-One Business Meetings
 Receptions and Networking Events
 Translation Services

Government Introductions
 Transportation
 Market Briefings

Benefits of Trade Missions:

- 1) Higher level contact with officials as a U.S. Government group than you would on your own.
- 2) More complete market briefings than you get as an individual gold key.
- 3) Network with the other participating companies on the mission.

**Which is the Best Fit for your company?
 Apply Now, Space is Limited!**

www.trade.gov/trade-missions



Contact Information

AESDirect Technical Support (toll-free)

Every day, 7 a.m.–7 p.m. ET
Voice: 877-715-4433
Fax: 301-562-7795
E-mail: boc-support@tradegate2000.com

Foreign Trade Division Call Center 800-549-0595 (see menu options below)

The e-mail addresses below are not secure. Confidential company information should not be sent to these addresses.

Automated Export System Branch, Menu Option 1

Monday through Friday
7:30 a.m.–5:30 p.m. ET
Fax: 301-763-6638
E-mail: askaes@census.gov

Commodity Analysis Branch (Schedule B/HTS Classification), Menu Option 2

Monday through Friday
8:30 a.m.–6:00 p.m. ET
Fax: 301-763-4962
E-mail: ftd.scheduleb@census.gov

Regulations, Outreach, and Education Branch, Menu Option 3

Monday through Friday
8 a.m.–5:30 p.m. ET
Fax: 301-763-4610
E-mail: ftdregs@census.gov

Data Dissemination Branch, Menu Option 4

Monday through Friday
8:30 a.m.–5 p.m. ET
Fax: 301-763-8835
E-mail: ftd.data.dissemination@census.gov

Foreign Trade Division (all branches)

Secure fax: 301-763-8835
Web site: www.census.gov/trade

This fax number is for confidential company information (i.e., data requests). Please include a cover sheet with the name and/or branch phone number to whom the fax should be delivered.

Continued on page 13

Contact Information—Con.**AES Partnership Agencies
U.S. Customs and Border Protection (CBP)**

Trade Enforcement and Facilitation

For questions regarding CBP, Used Vehicles, and decrementation of State Department licenses contact Robert Rawls, Program Manager, 202-344-2847.

E-mail: robert.rawls@dhs.gov or manifest.branch@dhs.govWeb site: www.cbp.gov**Bureau of Industry and Security (BIS)**

Help Desk, Washington, DC

202-482-4811

Western Regional Office, Los Angeles/Newport Beach, CA

949-660-0144

Western Regional Office, San Jose, CA

408-351-3378

Web site: www.bis.doc.gov**Directorate of Defense Trade Controls**

U.S. State Department, Washington, DC

Response Team

202-663-1282

D-Trade Questions

202-663-2838

Web site: www.pmdtcc.state.gov**Additional Links**

International Trade Administration

<http://trade.gov/>

Small Business Administration

www.sba.gov/

U.S. Commercial Service

<http://trade.gov/cs/>

U.S. Trade Development Agency

www.ustda.gov/U.S. Treasury Department, Office of
Foreign Assets Controlwww.treas.gov/offices/enforcement/ofac