WESTERN PA INTERNATIONAL BUSINESS

A newsletter for the global business community in Western Pennsylvania, serving 33 counties

Fall 2003

EU Expansion Creates Export Opportunities

CEE Accession to the EU

By adding 100 million people to the European Union (EU) marketplace and increasing overall buying power, the demand for high-end technology, and the need for more competitive and efficient means of production, the May 2004 accession into the EU of 10 countries in Central and Eastern Europe (CEE) will provide opportunities for Western Pennsylvania exporters. In May 2004, the Eastern European countries of Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovak Republic, Hungary, and Slovenia, plus the island nations of Malta and Cyprus, are targeted to join the EU, with Romania and Bulgaria to follow within three more years, and Croatia and Serbia/Montenegro at a later time.

CEE Accession, May 2004

Estonia
Latvia
Lithuania
Poland
Czech Republic
Slovak Republic
Hungary
Slovenia
Malta
Cyprus

Accession, 2007

Bulgaria
Romania

Accession, TBA

Croatia
Serbia/
Montenegro

Before they are permitted to join the EU, accession candidates must demonstrate compliance in three key areas: first, that they have a functioning market economy and can cope with competitive pressure and market forces within the EU; second, that they meet political and administrative requirements related to democracy, rule of law and human rights, and the ability to eventually adopt the euro; and, third, that they have brought their legislation into line with the EU's body of law.

Upon accession, CEE countries will join the Economic and Monetary Union (EMU) obligating them to maintain specific standards and levels of

Continued on page 7

In This Issue...

Opportunities for U.S. Investors in CEE Countries

CEE accession creates many new opportunities for U.S. investors wishing to expand further into the EU, particularly as CEE companies struggle to integrate the highly competitive and heavily regulated EU. This evolutionary process is creating opportunities for U.S. firms with expertise in the following areas.

Manufacturing Technology

Currently, many CEE companies have a competitive advantage over their EU competitors because of their access to highly skilled, lower-cost labor. With accession to the EU, however, labor costs are likely to rise over time and eliminate much of this advantage. Many managers are therefore retooling their facilities in the belief that efficient, modern manufacturing will be key to retaining competitiveness, and this retooling creates a wide range of opportunities for U.S. firms. Some of the best prospects for U.S. companies in this area include general manufacturing technology, construction equipment, food processing machinery, heating and air-conditioning equipment.

Information Technology

There are many factors in CEE driving the demand for information technology. Two of them can, in part, be attributed to EU accession. First, companies must achieve technological parity with the EU to be competitive. Second, the governments of CEE have instituted policies to

Continued on page 2

A joint publication of the Western Pennsylvania District Export Council and the University of Pittsburgh's International Business Center, in cooperation with the US Department of Commerce Western PA District Office.

Opportunities for U.S. Investors in CEE Countries *continued from page 1*

promote growth in domestic high-tech industries. Their goal is to promote economic growth and establish their countries as high-tech hubs that will service the European continent. The EU is striving to increase competition in this area and has adopted a legislative framework geared to encourage investment in information society applications, including e-commerce.

The United States is widely recognized in the region as the world leader in information technology. As a result, the following areas are top export prospects in CEE: computer hardware, software, computer services, database design, network integration, and e-commerce.

FINANCIAL SERVICES

As a prerequisite to accession, banking and financial services regulations must be harmonized with EU regulations and norms, particularly in the areas of transparency, standards, and sound financial systems. Consolidation of the financial services market is likely to impede the participation of small- and medium-sized U.S. companies. However, larger, well-established U.S. firms are expected to be major players in the market. The best prospects for U.S. companies in this sector include banking and capital transactions, financial consulting, insurance, and credit card services.

ENVIRONMENTAL TECHNOLOGY

CEE countries must introduce new, aggressive environmental policies to match those of the EU. To meet these new requirements, CEE needs environmental technologies to limit air, water, and industrial pollution, and to improve waste management. Since Europe as a whole is the United States' largest export market for environmental technologies, the United States is well poised to do business in CEE in the sectors of air pollution, waste management, water pollution, industrial pollution, nuclear safety, and radiation protection.

HEALTH/MEDICAL TECHNOLOGY

As the population grows older, the need for more advanced medical treatment rises; therefore, the healthcare sector is expected to experience strong growth across Europe. For CEE, both improved access to and quality of health care are emphasized in the growing demand for improved tertiary-level equipment combined with increasing rural clinic networks. The United States is a world leader in medical technology and is likely to maintain its competitiveness, especially in higher-end product areas.

TRANSPORT

The transport sector is a major concern for the countries of CEE, as this sector restricts development of the economy as a whole. The greatest challenges lie in the restructuring of rail lines and rolling stock, the expansion of cooperation among air carriers, and regulations on river and sea transport.

TELECOMMUNICATIONS

While cellular operations in CEE are largely similar to those of the EU (using Global System for Mobile Communications, a consortium now serving 200 countries), much of the fixed-line industry in CEE is not, and requires adaptation to EU conditions. In general, the number of fixed-line telephone customers falls far below EU standards. There is great potential for U.S. investors to help CEE adapt this sector to match the EU's standards.

ENERGY

As liberalization of the energy sector in the CEE countries occurs, as it must after accession, plentiful opportunities for U.S. companies will also open up. Power plants, combined heat-and-power plants, and gasworks must be adapted to EU standards, for example, in replacing coal with oil and using natural sources of energy.

Key Resources for Doing Business in CEE

Visit the U.S. Department of Commerce's CEEBICnet: the Central and Eastern Europe Business Information Center at www.mac.doc.gov/ceebic. This comprehensive site provides current, detailed information on trade and investment leads, market research, sources of finance, information on CEE preferential tariffs, export documentation, U.S. Embassy reports, and key contacts in CEE countries.

For detailed economic, export, and political information on any country that you are interested in, see the Country Commercial Guides, available via the CEEBIC Web site.

The main government portal for export information can be found at www.export.gov.

Call the U.S. Department of Commerce's EU Accession Hotline (202-482-9090) to learn how EU Accession of the CEE countries will affect your business.

For export advice and assistance in market research or locating an overseas agent or distributor, please contact Lyn Doverspike, Director, U.S. Department of Commerce, U.S. Commercial Service, 1000 Liberty Avenue, Suite 2002, Pittsburgh, PA 15222-4102, Tel: 412-395-5053, Fax: 412-395-4875, or send an e-mail to lyn.doverspike@mail.doc.gov. Visit the Web site at www.export.gov/commercialservice to learn more about what the U.S. Commercial Service can do for you.

Obstacles to U.S. Trade and Investment

INDUSTRIAL AND AGRICULTURAL TARIFFS

As part of their bilateral agreements with the EU, the CEE countries negotiating to enter the EU currently grant preferential tariff treatment to European-origin products. Thus, in the CEE countries, most EU industrial products face a zero tariff rate while U.S. products face the higher, Most Favored Nation or Normal Trade Relations rate. Upon accession into the EU, CEE countries will bring their tariffs in line with the EU's Common External Tariff, the schedule of tariffs that U.S. products currently face when exporting to the EU.

In 2000, the EU completed "zero for zero" agriculture agreements with each of the CEE countries. Although each agreement covers different agricultural products, the overall approach is the same—preferential access for EU agricultural products in CEE and vice versa, in exchange for not subsidizing select exports.

OTHER ISSUES

Some, but by no means all, of the CEE countries still suffer effects of the former Soviet regime. An active gray market, a lack of transparency in business negotiations, government bureaucracy, and, in some cases, ties to organized crime make doing business difficult—though not impossible—in the countries of Latvia, Bulgaria, Lithuania, Romania, and the Czech Republic.

ESTONIA

Since regaining its independence in 1991, Estonia's economic reform policy has created a liberalized, nearly tariff-free, open-market economy that has grown in recent years. Estonia's liberal foreign trade regime, which contains few tariff or non-tariff barriers, is nearly unique in Europe. Estonia also boasts a national currency that is freely convertible at a fixed exchange rate, and conservative fiscal and monetary policies.

Estonia's business attitude toward the United States is positive, and business relations between the United States and Estonia are increasingly significant. The primary competition for American companies in the Estonian marketplace is European suppliers, especially Finnish and Swedish companies. The principal imports from the United States are electrical apparatus (boilers, other electrical machinery, transmission and recording equipment for radio/TV, and optical, photo, medical, and surgical instruments). These trends are expected to continue through the year 2003.

LATVIA

Latvia may be a small country, but it is a potentially attractive market for American IT equipment and services, capital machinery and equipment, and consumer products. Located between the other two Baltic states, Latvia provides a strategic location as a commercial, financial, and transportation hub for the Nordic/Baltic region. Since regaining independence, Latvia has rapidly advanced toward restoring a market economy with steady economic and financial reforms paving its way.

The commercial environment is generally friendly to foreign companies. There are no controls on import, export, or use and conversion of foreign currencies, a condition that facilitates investment and repatriation of profits. The Latvian government has adopted modern laws establishing copyrights, patents, and trademarks and the means for enforcing their protection. Telecommunication services have been modernized and the real estate market looks promising, with both modern housing and reasonably priced business venues available. English is the West European language of choice in government and business.

The Latvian economy is based on service industries including transportation and financial services and on light industry, e.g., wood, textiles, and food processing. American products face strong competition in the Latvian market from the EU and CIS.

Most U.S. companies doing business in Latvia rate the business environment among the best in Eastern Europe. The courts, the legal system, trade and other regulations, and tax structures are slowly being modified toward the industrialized west. Government bureaucracy, corruption, and organized crime, typical of the old Soviet Bloc countries, have been the main impediments to U.S. trade and investment in Latvia. While these obstacles have sometimes made it more complicated to do business in Latvia than in the west, very few U.S. companies have abandoned the Latvian market because of them.

LITHUANIA

With a population of 3.5 million, Lithuania is the largest Baltic State but still a relatively small country. Due to its strategic location, however, it is a potentially attractive market for American goods and services such as consumer products, computers and office equipment, capital equipment and machinery, and environmental and electric power generation technologies. Lithuania also has a growing potential for foreign investment.

Continued on page 4

The CEE Countries at a Glance

	Population (millions)	GDP per Capita 2002 (US$)	Inflation Rate 2002 (%)	Unemployment Rate 2002 (%)	GDP Growth Rate 2002 (%)	US Exports 2002 (US$ mln)
Estonia	1.4	4,923*	3.6*	11.3*	5.6*	81.5
Latvia	2.37	3,496*	1.9*	7.6*	5.3*	90.8
Lithuania	3.6	4,674*	-1.0*	11.3*	5.9*	102.8
Poland	38.6	4,760*	3.0*	19.0**	1.5	686.3
Czech Republic	10.9	5,798	1.8	9.2	2.0	653.8
Slovak Republic	5.4	3,997*	3.5–4.9*	17.7*	3.9*	92.7
Hungary	10.1	6,088	5.3	5.8	3.3	687.9
Slovenia	1.9	9,866*	6.9*	6.4*	3.3*	130.9
Romania	21.7	2,070*	19.9*	8.4*	4.9*	248.4
Bulgaria	7.6	1,838*	5.9*	16.6*	4.0*	101.4

* Forecast   Source: Country Commercial Guides 2003. Export information from the World Trade Atlas.

Obstacles to U.S. Trade and Investment *continued from page 3*

Although there has been steady progress, the common problems found in the countries of the former Soviet Union remain, including government bureaucracy, corruption, and organized crime. However, these factors do not represent significant hurdles to U.S. trade and investment in Lithuania. The country is seeking to liberalize its foreign investment laws to further attract foreign investors. The government has been following Western-oriented programs of economic reform in banking and monetary policy, tax and land ownership laws, fiscal policy, and foreign trade legislation. It has also adopted modern laws establishing copyrights, patents, and trademarks.

Lithuania's future membership in the EU is not expected to have major bilateral trade implications for the United States. However, EU rules may affect tariff rates on certain U.S. product categories.

POLAND

Constant economic growth, a growing middle class, rapidly developing distribution networks, and a high level of political stability make Poland an attractive market for small and medium U.S. exporters. With a population of 39 million, Poland's market potential remains promising. The Polish economy slowed in 2002, while unemployment remained high. While Poland's monetary and fiscal policies are generally considered sound, its budget deficit and high unemployment rate create pressing economic problems. The economic slowdown was particularly evident in the construction and agricultural sectors. However, some sectors experienced output gains—among them radio, TV, and telecommunications equipment; rubber products; and medical and scientific equipment. Many Western European firms have recognized Poland's potential and have already expanded operations and sales in Poland. The level of American foreign direct investment remains high, but American exporters are still not taking advantage of the market's full potential, and U.S. companies doing business in Poland face strong foreign competition. The U.S. Commercial Service in Warsaw believes that U.S. exporters should explore the Polish market now to avoid being locked out by West European competitors.

CZECH REPUBLIC

At the beginning of the 20th century, the area that is now the Czech Republic was one of the economic powerhouses of Europe, with a manufacturing base that rivaled that of neighboring Germany. Two World Wars and 40 decades of Soviet occupation then restricted the economy. During the late '90s a central location in Europe, comparatively low-cost skilled labor, and well-packaged investment incentives induced many U.S., Japanese, and European firms to buy or build factories here, and the region is regaining much of its manufacturing might. The projected EUaccession is, however, causing wages and prices to increase and weakening the Czech crown against both the euro and the dollar. These factors—combined with an economic slowdown in neighboring Germany—have led to waves of layoffs and increased unemployment. While the country is still a very attractive location of high value-added, precision manufacturing, Czech economic officials are now making a late shift in strategy to attract high-tech industry and service centers as well as support local small businesses and entrepreneurs.

Growing Czech prosperity and impending EU accession offer attractive business opportunities to U.S. firms in several key sectors including environmental services, renewable energy, industrial equipment/services, consumer goods, and e-commerce and e-government (the use of information and communication technologies to improve the effectiveness and efficiency of government services).

The Czech Republic is geographically small, with 10 percent of the population and most decision-makers concentrated in the capital city of Prague. It is a market where good personal relationships are crucial, and everyone seems to know everyone else. U.S. firms attempting, from a distance, to build the close network of contacts and relationships needed to penetrate this market will usually find it to be a time-consuming and costly process. The U.S. Commercial Service recommends that U.S. firms base their approach on finding and supporting a Czech partner.

SLOVAK REPUBLIC (SLOVAKIA)

Slovakia is a small country (5+ million people) in the heart of Europe, with an economy characterized by heavy industry and processing of industrial raw materials and agricultural commodities. Slovakia peacefully separated from the Czech Republic in 1993. Since 1998, the Slovak government has focused on macroeconomic stabilization, structural reforms, and integrating Slovakia into European and multilateral organizations. The sectors that hold the most investment potential include capital goods, information and communication systems, financial services, environmental products and services, management services, and production processes. Many Slovak enterprises are in the process of restructuring and need to modernize their equipment and methods.

U.S. companies and products enjoy a positive image in Slovakia and U.S. technology has an excellent reputation, but Slovakia is still a relatively small market for U.S. consumer goods. Slovak consumers are very price-conscious and goods from the Czech Republic, Austria, and Germany are less expensive due to their proximity and experience in the market. While Slovakia campaigns for membership in the EU, there may be an unofficial preference for EU goods.

HUNGARY

Since the political and economic changes of 1989, Hungary has steadily developed into one of Central Europe's most attractive business environments. The level of political, structural, and economic stability it has achieved demonstrates the success of its transition into a modern market economy.

Hungary continues to be a good market for U.S. goods and services. It has demonstrated economic growth of higher than four percent between 1997 and 2000. In 2001, the growth of the gross domestic product slowed to 3.8 percent, one of the highest in the Central and Eastern Europe region and well exceeding the average of the EU—largely as a result of the economic slowdown in the EU, Hungary's chief trading partner.

As has historically been the case, Hungary is a crossroads for trade in Europe. With the prosperous EU to the west and economically developing nations to the south and east, Hungary offers not only an export market itself, but a central distribution point for the region. Although Hungary has strong trade ties with its European neighbors, the United

States is its fifth- largest trading partner, and in 2001 Hungary moved from being the United States' 53rd largest trading partner to its 50th. The best prospects for exports of non-agricultural goods and services from American companies to Hungary include computers and peripherals, architectural/construction/engineering services, measuring/checking instruments, IT security, medical equipment and healthcare technology, pollution control, travel and tourism, cosmetics and toiletries, automotive parts/services, agricultural machinery, pharmaceuticals and medicinal products, and franchising.

SLOVENIA

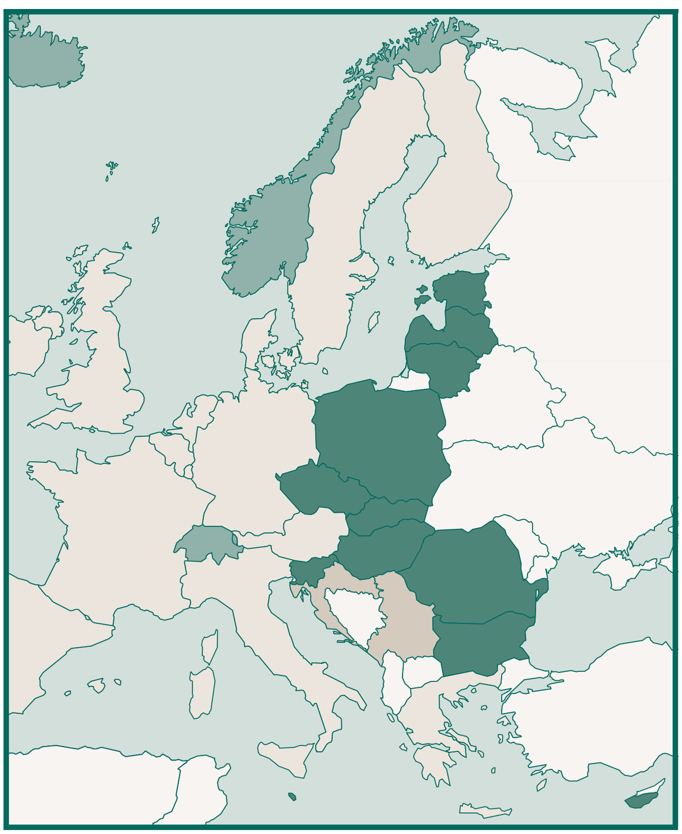
A small transition economy with a population of slightly under two million, Slovenia has been a star performer since becoming independent in 1991—registering dramatic gains in per capita and aggregate wealth, establishing a stable and well-functioning democracy, and raising the standard of living for Slovenes to a level on par with the smaller Western European economies. Slovenia and the United States have long enjoyed a strong relationship.

Slovenia's success is in large part based on pre-existing conditions that positioned the country extremely well for transition. These included a highly educated population, sound infrastructure, and an economy more oriented to the West than most transition countries. These advantages allowed Slovenia to take a more gradual approach to change.

MALTA

Malta is a small, developed, democratic Mediterranean island nation, located 60 miles south of Sicily at the crossroads of Southern Europe, North Africa, and the Middle East. Its population of 380,000 is homogeneous and Roman Catholic. English is one of the two official languages and is widely spoken.

The EU is Malta's major trading partner, accounting for around 65 percent of imports and about 48 percent of exports, but trade volume with the U.S. has grown significantly in recent years; official figures indicate a five-fold increase since 1992. U.S. exports to Malta increased 4.5 percent in 1999, reaching a total of $240 million. Malta's principal growth sectors are tourism, services, and manufacturing. U.S. franchises, especially food outlets, have been very successful recently. Many U.S. companies have qualified agents and distributors in Malta, in areas ranging from computers and software to pharmaceuticals and consumer goods. The most promising areas are computers, peripherals, software, electronic components, medical equipment, pollution control and waste disposal equipment, telecommunications, and consumer goods and foods.



The countries of the European Free Trade Association (EFTA): Iceland, Liechtenstein, Norway, and Switzerland.

The current EU countries: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, and the United Kingdom.

May 2004 CEE countries: Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovak Republic, Hungary, Slovenia, Romania, and Bulgaria, plus Malta and Cyprus.

Bulgaria and Romania (2007) plus Croatia and Serbia/Montenegro.

CYPRUS

Another island nation, Cyprus' geographical location, tax incentives, and modern infrastructure make it a natural hub for companies looking to do business with the Middle East, Eastern Europe, the former Soviet Union, and North Africa. Cyprus has good business and financial services, modern telecommunications, an educated labor force, good airline connections, a sound legal system, and a low crime rate.

The best prospects for U.S. products and services in Cyprus include government and semi-government tenders in telecommunications equipment, coastal radars and air traffic control systems, medical equipment for a major new hospital, computer services, and construction of airports and marinas.

ROMANIA

Romania boasts a marketplace of 22 million, 37 million acres of arable land, a vibrant oil and gas industry, breathtaking landscapes, an expanding economy, a well-educated workforce with more than 50,000 specialists in information technology, and access to the Black Sea and Asia. These features have attracted U.S. investors in banking, energy, biotechnology, manufacturing, electronic components, cable operation, consumer products, telecommunications, and film production, among other areas. They have discovered that American management and capital work profitably in Romania. The United States is now the third-largest foreign investor in Romania, and U.S. exports are growing as well, fueled by Romania's economic expansion and new reductions in trade barriers.

Notwithstanding these upward trends, Romania's business climate has frustrated expansion in investment and trade with the United States. Red tape, legislative instability, corruption, infringements of intellectual property rights, high import tariffs, lack of transparency, especially in public tenders—these and other long-standing complaints by U.S. business are now receiving attention by the Romanian government. Among other measures, the government has created a special prosecutors' office to combat corruption; drafted conflict of interest and "sunshine" laws; passed legislation to require advance consultation

Continued on page 6

OBSTACLES TO U.S. TRADE AND INVESTMENT *continued from page 5*

on legislation with affected business communities; and established an agency dedicated to promoting and empowering foreign investment. The pace of these and other changes needs to accelerate to ensure that Romania can compete favorably with other countries in the region for foreign direct investment.

Your one-stop shop for exporting to Central and Eastern European countries is the Central and Eastern Europe Business Information Center at www.mac.doc.gov/ceebic. You can simply type "ceebic" into your Web browser—or call your local Export Assistance Center at 412-395-5050.

BULGARIA

Even though it has a challenging business environment, Bulgaria is a market that deserves closer attention from U.S. companies for its trade and investment potential. Bulgaria has preserved its economic and political stability in the midst of ongoing Balkan turmoil. Since 1997, Bulgaria has been following a sure path toward a market economy. The lev stabilized and inflation was tamed. Confidence in the banking system is starting to return, with very credible and well-endowed corporate banks coming on the scene. The Gross Domestic Product (GDP) was $13.5 billion in 2001 and real GDP grew by four percent. However, official statistics underreport economic activity, with an unofficial "gray" market representing an additional 20 to 30 percent of the official GDP. Despite government reforms, unemployment remains high and incomes remain low. In addition, foreign investment is falling short of expectations.

Transparency in general has improved, and recent developments show that Bulgarians have rededicated themselves to achieving high standards of ethical business practices. For example, Bulgaria was the first non-OECD nation to ratify the Anti-Bribery Convention. However, corruption remains a serious problem in Bulgaria and, together with a weak judicial system and bureaucratic delays, acts as a barrier to attracting investment.

Despite the current international situation, many American high technology, industrial, and consumer products whose only substantial competition is European still offer significant price and quality advantages and enjoy good markets in Bulgaria. U.S. technology and expertise are widely respected. The price, quality, technological leadership, and reputations of U.S. companies are often viewed in Bulgaria as effective counterweights to pressure from EU companies to "buy European." The industry sectors with the best prospects for U.S. firms include electrical power generation equipment, building materials, telecommunications equipment and services, computers, software and information technology, pollution control equipment, automotive parts and service equipment, agricultural equipment, and medical equipment.

Market access for U.S. companies is improving, but Bulgaria is not yet an easy place to do business. There are several business conglomerates with suspect origins and business practices that wield considerable influence in the Bulgarian economy and which the GOB is trying to limit. Tenders occasionally get bogged down for lack of clarity in the rules or even-handed enforcement, but transparency in general has improved. However, international investors are less subject to pressures such as bureaucratic delays or corruption than Bulgarian companies.

CEEBIC—Making It Easier for You to Do Business in the CEE

"While the countries of Central and Eastern Europe are in varying stages of economic development, most of their economies are growing, even when the rest of the world is in a bit of a slump," says Jennifer Gothard, associate director of CEEBIC, the Central and Eastern Europe Business Information Center, a branch of the International Trade Administration. "Their accession into the EU will improve their economies and create even more opportunities for U.S. exporters."

Gothard notes that because of the varying stages of economic development of the CEE countries, U.S. exporters cannot expect to sell the same types of products in, for example, Albania as in Hungary. She also stresses the importance of having a local distributor or partner when entering a foreign market. "Someone who knows the forms and regulations and the types of effective advertising and marketing can be invaluable," she advises. CEEBIC and the Pittsburgh office of the Department of Commerce work to match Western Pennsylvania exporters with appropriate partners.

"After you look at the CEEBIC Web site, give us a call," says Gothard. "Our trade specialists at CEEBIC can help you find a trade partner in the target country or connect you to industry or product specialists. There are many U.S. government resources available to help exporters succeed, and CEEBIC is a good launching point to expand your trading activities in this part of the world."

CEE Accession to the EU *continued from page 1*

inflation, public finances, exchange-rate stability, and interest rates. Once they demonstrate that they can fulfill criteria concerning the EU's exchange-rate mechanism and general macroeconomic stability, they can adopt the euro.

The EU accession process has both positive and negative effects on commercial rules and regulations for U.S. companies. CEE countries have already entered into bilateral agreements with the EU, thus affecting the competitiveness of U.S. exports in areas such as industrial and agricultural tariffs and standards and certification procedures. Western Pennsylvania exporters with a long-term interest in conducting business in the CEE need to understand the benefits and possible pitfalls of the EU accession process.

Western PA District Export Council

The Western PA District Export Council (WPADEC) is one of the 56 District Export Councils (DEC) that have been established across the United States. Members are appointed by the Secretary of Commerce and all work under the same national mission of the District Export Councils. This mission is to contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

U.S. Dept. of Commerce, U.S. Commercial Service Overview www.export.gov/cs

The U.S. Commercial Service has over 250 offices around the world—100 Export Assistance Centers in the U.S. and over 150 overseas in the U.S. Embassies or Consulates. The agency is in existence for the sole purpose of helping U.S. companies export their goods and services. It provides export assistance in many different ways, but its core services consist of: **Counseling and Advocacy • International Contacts • International Market Research • Product/Service Promotion**

International Business Center (IBC)

The center was launched in January 1990 as a joint venture of the Joseph M. Katz Graduate School of Business and the University Center for International Studies (UCIS). The University of Pittsburgh was one of the first five original universities in the United States and the first in Pennsylvania to receive the grant. Since then, the IBC has been funded continuously under Title VI-B. This section of the Education America Bill is dedicated to improving and increasing international education throughout America. The goal of the IBC is to serve the region's business and academic communities.

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