



PA GLOBAL COMPASS

A newsletter for the global business community, serving all of Pennsylvania

Spring 2006

EXPORT OPPORTUNITIES WITH CANADA AND MEXICO

PA Global Compass Serves Exporters Throughout Pennsylvania

With this issue, the newsletter formerly known as the Western Pennsylvania International Business News expands its scope and coverage from Western Pennsylvania to the entire state. Under its new name—PA Global Compass—

the newsletter brings timely and important information to exporters or companies contemplating exporting. It is sponsored by the International Business Center of the Joseph M. Katz Graduate School of Business, University of Pittsburgh and the U.S. Commercial Service.

“This newsletter, published twice a year, is designed to be a resource for Pennsylvania’s small- to mid-size exporters,” says Josephine Olson, IBC Interim Director. “In previous issues we have covered the benefits and challenges of exporting to the Mercosur countries of Latin America, to the Mid-East, and to various EU countries. We offer the latest information available on export opportunities—and, even more importantly, we direct the reader to useful—and often free—government Web sites and services.”

“With this issue, we explore exporting opportunities with our neighbors to the north and the south,” says Antonio “Tony” Ceballos, Director, Philadelphia U.S. Export Assistance Center, U.S. Commercial Service.

“Since its inception in 1994, the North American Free Trade Agreement (NAFTA) has increased jobs and exports in Pennsylvania. There are exciting new developments—such as the 2010 Winter Games in Vancouver, and the new Security and Prosperity Partnership Initiative, that will make trade between the U.S., Canada, and Mexico easier. Pennsylvania businesses have available to them a wide range of both exporting opportunities and the tools to make doing business abroad easier.”

“The Export Assistance Centers of Harrisburg, Pittsburgh, and Philadelphia are designed to be a one-stop shop for exporters,” adds Lyn Doverspike, Director, Pittsburgh U.S. Export Assistance Center, U.S. Commercial Service. “With one phone call, our staff will start the process of guiding a Pennsylvania exporter through the process. We’ll help you find a suitable market for your product, locate and work with an in-country distributor, navigate through the mazes of paperwork, and understand the complexities of financing. Our goal is to make our clients—Pennsylvania manufacturers and producers—profitable and successful in their exporting experience.”

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Gold Key Program Opens Export Doors for Erie Software Company

A year or two ago, Intelligent Manufacturing Solutions (IMS) had no knowledge of how to sell its software to the Mexican automotive, aerospace, and medical device manufacturers. Today, it has gained enough experience and sales leads to hire a representative to market

its software south of the border, and one of the keys to success was the company’s participation in the U.S. Commercial Service’s Gold Key Program.

IMS, located in Erie, PA, is a software company that developed a turnkey system that allows manufacturers and

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Canada— Giant of the North

Bounded by three oceans—the Atlantic, the Pacific, and the Arctic—as well as the longest unguarded border in the world, Canada is an attractive market and one that is comparatively easy for inexperienced exporters to enter. Canada and Pennsylvania's two-way trade partnership reached \$15.8 billion in 2004, growing by \$2.7 billion or 21% from 2003. In 2004, more than one third of all Pennsylvania's exports—\$6.4 billion or 35% of the state's total—were shipped to Canada. In fact, Pennsylvania sold more goods to its northern neighbor than to its next eight foreign markets combined, including Mexico, the United Kingdom, and China. In addition, Canadians visited the "Birthplace of the United States" almost 591,000 times in 2004, spending \$87 million while touring Philadelphia and the surrounding state.

Canada is composed of 10 provinces and two territories. Although the Canadian market mirrors the U.S. market in many respects, there are significant differences between the

Pennsylvania's Leading Exports to Canada

	2003		2004	
	Million \$USD	%	Million \$USD	%
Chemical Manufactures	\$928	16	\$1,075	17
Machinery Manufactures	\$715	12	\$726	11
Primary Metal Manufactures	\$461	8	\$675	11
Transportation Equipment	\$678	12	\$551	8
Computer and Electronic Products	\$456	8	\$494	8
Electrical Equipment Appliances and Parts	\$267	4	\$312	5
Processed Foods	\$292	5	\$311	5
All Other	\$2,052	35	\$2,251	35
Total	\$5,849	100%	\$6,395	100%

Source: Office of Trade and Industry Information, Manufacturing and Services, International Trade Administration, U.S. Department of Commerce

two countries. Even within Canada, there are important differences among its five key marketing regions that have an impact on the way U.S. firms should approach these markets in our northern neighbor.

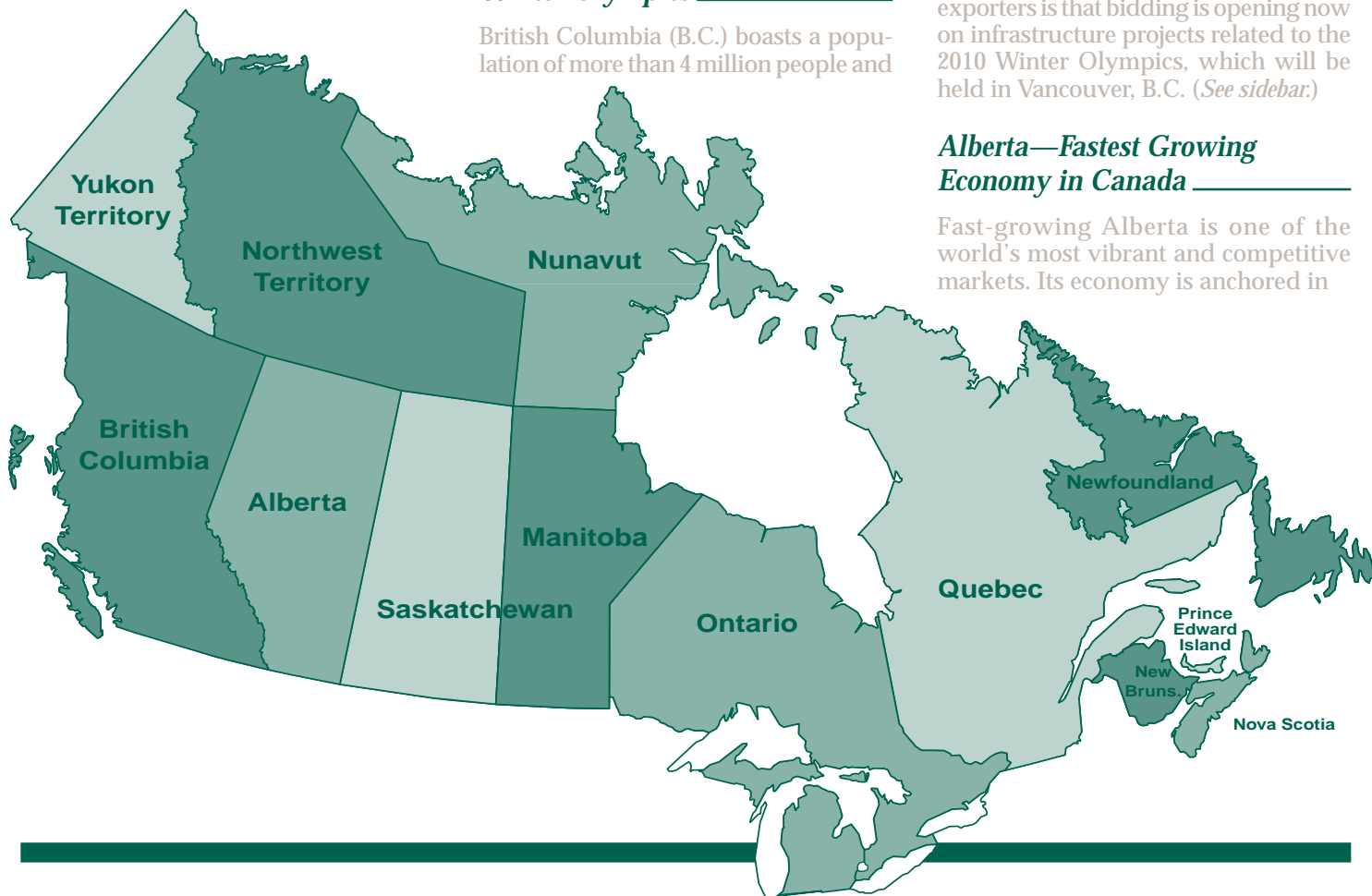
British Columbia Welcomes 2010 Winter Olympics

British Columbia (B.C.) boasts a population of more than 4 million people and

is the third largest province in Canada. Rich in forestry, freshwater, and fisheries resources, B.C. is also a multicultural gateway to Asia for U.S. exporters. The province's key industries include forestry, construction, energy and mining, natural gas production, and general manufacturing. Perhaps the most exciting development for Pennsylvania exporters is that bidding is opening now on infrastructure projects related to the 2010 Winter Olympics, which will be held in Vancouver, B.C. (See sidebar.)

Alberta—Fastest Growing Economy in Canada

Fast-growing Alberta is one of the world's most vibrant and competitive markets. Its economy is anchored in



natural resources: oil and gas, mining, and agriculture lead the way, while entrepreneurship plays an important role in the economy. With a manufacturing base that increased by 123% from 1993 to 2003, Alberta offers Pennsylvania firms an excellent way to enter the Canadian market. Alberta's top five imports in 2003 were machinery, electrical machinery and equipment, mineral fuels and oils, aircraft and parts, and motor vehicle parts.

Saskatchewan—the Heart of the Canadian Bread Basket _____

Saskatchewan's key economic sectors are advanced technology (biotech), food processing, forestry, manufacturing (in particular, farm equipment), minerals, and oil and gas. A total of 89% of the province's 2003 imports came from the United States.

Ontario—Economic Powerhouse _____

Ontario is the economic engine that powers the Canadian economy, contributing 42% of the country's GDP in 2004. In addition, Ontario accounts for almost 60% of all of Canada's manufactured exports, and accepts approximately 70% of Canada's total imports. Ontario's top five imports in 2004 included motor vehicles, parts and accessories; machinery and mechanical appliances; electrical machinery and equipment; plastics and plastic articles; and scientific, professional, and photo equipment.

Quebec—Big Importer of U.S. Goods _____

Quebec is Canada's second largest economic region after Ontario, representing 21% of the economy. In the Canadian economy, Quebec represents 25% of information technologies, 55% of aerospace production, 30% of the pharmaceutical industry, 40% of biotechnology companies, and 44% of all Canadian high-tech exports. In 2003, Quebec imported more than \$13 billion worth of goods from the United States. Companies in the aerospace, pharmaceutical, biotechnology, and information technology sectors heavily import goods, services, parts, equipment, and supplies from the United States. 

Act Now to Benefit from Vancouver 2010 Winter Olympics

"A rising tide lifts all boats"—so act now to take advantage of the boom in exports and infrastructure opportunities created by the Olympic Winter Games that will be held in Vancouver, British Columbia in 2010.

Although 2010 seems far away, the reality is that many of the more than \$7 billion worth of projects directly and indirectly related to the 2010 Olympics are starting *now*, so it is critical to immediately establish key business relationships in British Columbia in order to take advantage of this bonanza of opportunities.

The British Columbia (B.C.) economy is currently Canada's fastest growing market, with a boom in both commercial and residential construction, resulting in a lack of construction materials and equipment. U.S. contractors, architects, and engineering consultants can find attractive possibilities for productive strategic alliances with B.C. firms.

Projects include the building of numerous sports and housing facilities, an emergency communications center, the expansion of the port and the airport, a U.S.\$1.7 billion rapid transit project to connect the airport with downtown Vancouver, numerous highway upgrades, and an expansion of Vancouver's convention center.

The Olympics sports facilities are scheduled to be completed by 2008, two years prior to the Olympics, in order to hold international competitions at those sites prior to the Games as part of the preparation process.

Winter Games-related export opportunities for Pennsylvania firms include the following products:

Snow machines
Electrical and plumbing equipment
Artificial turf
Stadium seating, ski jumps, hockey arena equipment,
Zambonis
Clocks
Television screens
Industrial heaters
Health science, fitness, and physiotherapy equipment
Portable lavatories
Radio communication equipment

For more information on the procurement bids and the status of the infrastructure projects, visit www.buyusa.gov/canada/en/vancouverolympics.html.

Mexico— Southern Neighbor

Market Opportunities in Mexico

With the overwhelming amount of trade between the United States and Mexico, there are abundant market opportunities for Pennsylvania firms in Mexico. In fact, in 2004, Pennsylvania's exporters shipped \$1.2 billion of goods to Mexico.

Mexico's geographic proximity to the United States has propelled the *maquiladora* industry, with thousands of factories now located near the U.S.-Mexico border for export back into the United States. Marketing to these manufacturers could lead to substantial opportunities for U.S. firms.

Some of the most promising sectors include: automotive parts, electronic components, housing and construction equipment, airport and ground support equipment, travel and tourism services, plastic materials and resins, energy technology and services, environmental technologies and equipment, telecommunications equipment, security and safety devices, hotel and restaurant equipment, inter-modal equipment, and education and training services. Given the size of the Mexican market, there are numerous other promising prospects, including medical equipment, food processing equipment, opportunities in architecture/construction/engineering services, and more. If an industry is not ex-

Pennsylvania's Leading Exports to Mexico

	2003		2004	
	Million \$USD	%	Million \$USD	%
Primary Metal Manufactures	\$270	24	\$237	20
Chemical Manufactures	\$149	13	\$233	19
Computers and Electronic Products	\$94	8	\$145	12
Machinery	\$69	6	\$107	9
All Other	\$530	49	\$476	40
Total	\$1,112	100%	\$1,198	100%

Source: Office of Trade and Industry Information, Manufacturing and Services, International Trade Administration, U.S. Department of Commerce

PLICITLY mentioned as a "best prospect," it does not necessarily mean that there are not ample opportunities in the Mexican market.


Mexico—Market Entry Strategies

In Mexico, business is done on the basis of relationships. Pennsylvania exporters will need to travel to Mexico frequently to develop and strengthen business relationships in order to succeed in that market. Mexican companies tend to be extremely price conscious, and they appreciate outstanding service. It is important to allow time to cultivate trust to enhance a professional partnership.

Several market entry strategies have proven to be effective in Mexico. In general, Mexicans appreciate close working relationships, so working with a locally-based agent or distributor would enhance business prospects. However, market entry strategies often vary by sector and region in Mexico.

Challenges to Doing Business in Mexico

Mexico's size and diversity are often underappreciated by U.S. exporters. At the same time, it can be difficult to find a single distributor or agent to cover this vast market. The Mexican legal system differs in many

significant ways from the U.S. system. Pennsylvania firms should consult with competent legal counsel before entering into any business agreements with Mexican partners. Most importing is conducted on open account. Consequently, Pennsylvania companies need to conduct thorough due diligence before entering into business with a Mexican firm, and should be conservative in extending credit as well as alert to payment delays. Finally, everything takes more time to accomplish in Mexico than what U.S. companies are used to or might prefer. 

FirstEnergy Leads Trade Mission of PA, NJ, and OH Firms to Exhibit at EXPO MANUFACTURA 2006

Expo Manufactura, Mexico's premier manufacturing show, will be held March 7-9, 2006, in Monterrey, the "Industrial Heart of Mexico" and home to more than 13,000 manufacturers. This will be the 12th edition of Mexico's largest metalworking and manufacturing exhibition featuring machine tools, automation and assembly technology, CAD/CAM, robotics, software, coil winding, and welding technologies.

"Expo Manufactura 2006 will create an excellent opportunity for Pennsylvania machine tool and metalworking manufacturers to meet with key decision makers and buyers, and break into the Mexican market. We expect to see more than 250 exhibitors with about 60 from the U.S., and the audience will include more than



Security and Prosperity Partnership of North America Will Help Pennsylvania Firms Increase Exports

Making it easier to do business in North America (Canada, the U.S., and Mexico)—that's the purpose of the Security and Prosperity Partnership of North America (SPP), signed by the three heads of state on March 23, 2005. At that time, the governments agreed on ambitious security and prosperity agendas to keep borders closed to terrorism and open to trade. The SPP provides the framework to ensure that North America is the safest and best place to live and conduct business. Trilateral working groups are already developing concrete work plans and specific timetables for securing North America's borders and ensuring that legitimate travelers and cargo efficiently cross our shared borders, enhancing the competitive position of North American industries in the global marketplace, and providing greater economic opportunities for all of our societies while maintaining high standards of health and safety.

The competitiveness of North American firms depends on a number

of factors influencing the business environment. The SPP has identified three key drivers of competitiveness and made the following priorities: first, **to enhance and streamline regulatory processes.** The goal by 2007 is to strengthen cooperation among regulators and encourage the compatibility of regulations and the reduction of redundant testing and certification requirements, while maintaining high standards of health and safety. A second driver of competitiveness is **to ensure a "fake-free" North America;** that is, to enforce the protection of intellectual property rights, enhance the detection and deterrence of counterfeiting and piracy, and to expand public awareness regarding trade in pirated and counterfeit goods. The third key driver of competitiveness is **to expand duty-free treatment by liberalizing the "rules of origin."** Liberalization of these rules will help improve the competitiveness of, for example, industries in Pennsylvania by reducing transaction costs and facilitating cross-border trade in goods.

Other SPP initiatives include environmental issues, such as food labeling and content standards, health issues, a harmonized approach to Bovine Spongiform Encephalopathy (BSE—mad cow disease), and initiatives to support migratory species and biodiversity. SPP task forces will also address the maintenance of the safety of North America's borders and air space.

SPP trilateral taskforces are already working on promoting a North American steel strategy, a fully integrated automotive sector, a sustainable energy plan, ensuring free and secure electronic commerce, and ensuring faster, safer, and more efficient border crossings.

For up-to-date information on the status of these and other initiatives, visit www.spp.gov. 

The SPP Will Directly Benefit Pennsylvania Exporters

Pennsylvania exporters will benefit directly by at least three of the key SPP initiatives: the relaxation of the rules of origin, the creation of low-risk ports of entry, and the harmonization of regulations and certifications. "The SPP will build capacity, increase the flow of legitimate trade, and help industries in Pennsylvania," says Antonio ("Tony") Ceballos, Director, Philadelphia U.S. Export Assistance Center, U.S. Commercial Service. "One key benefit is the liberalization of the rules of origin, which will make it easier and less expensive for exporters. Under this agreement, products that are at least 50% NAFTA in origin will qualify for preferential tariffs."

In addition, Ceballos observes that certain key industries—such as chemical manufacturers, information and technology, and agribusiness—will benefit greatly from the harmonization of regulations. "This initiative will reduce the present redundancy of certification—a U.S. certified product won't have to get re-certified in Canada or Mexico, for example. This should increase trade in these areas, many of which are top exports of our state."

Another benefit of the SPP will be the relaxation of borders. "If we can expedite the movement of legitimate travelers and goods, it will increase travel and tourism—a big income-generator for all countries, especially the U.S.," says Ceballos. "For example, Philadelphia is the number one tourist destination in Pennsylvania—under the SPP we can expect to see increases in the tourist trade here. In addition, some months ago, Canada completed the pilot projects to test Weigh-In-Motion (WIM) technology at Canada-U.S. border crossings to take advantage of state-of-the-art technology to exchange traffic flow data without impeding trade."

Ceballos urges manufacturers to stay abreast of the changes and relaxations of rules and regulations. "The government Web site contains an information timeline that will inform companies in these key sectors when the benefits of the agreement are going to begin," says Ceballos.

7,500 professionals from several countries," says Deborah Doherty, Director, U.S. Commercial Service, Harrisburg Office. "We strongly encourage Pennsylvania customers of FirstEnergy to explore this tremendous marketing opportunity."

FirstEnergy has again partnered with the U.S. Commercial Service in fostering the participation of U.S. firms in Expo Manufactura 2006. If you are a FirstEnergy customer, the company may underwrite certain expenses as well as arrange for appointments with key decision makers and potential business partners through the "Gold Key" service offered by the U.S. Commercial Service.

For more information on the FirstEnergy Trade Mission to Expo Manufactura, contact Deborah Doherty at the U.S. Commercial Service, Harrisburg Office, Tel: 717-503-4658 or e-mail: Deborah.Doherty@mail.doc.gov.

Ask the DEC Corner

Do you have questions about exporting? Want to know more about a specific topic? With this section, the PA Global Compass introduces "Ask the DEC"—an opportunity for readers to raise questions and get answers. Each "Ask the DEC" will highlight the expertise of a featured member of the District Export Council. What are your most pressing export issues or concerns? E-mail us at editor@PAGlobalCompass.org.

Q: How do export control agencies such as the State Department define the word "exports?" Is this something I need to be concerned about?


Margaret Gatti, Esq., Mid-Atlantic District Export Council Chair, responds:

Exporters and non-exporters alike should know that the term "export" is defined differently by the various U.S. government agencies that control the export of products from the U.S. On occasion, exporters believe they fall under the harmless widget category and frankly disregard the whole notion of trade compliance—which is to comply with U.S. export regulations as well as with foreign government overseas regulations. Likely consequences can range from having goods stopped at customs, to stiff fines by U.S. or overseas governments, to, in the worst case, serving time in jail.

For example, the State Department defines "export" in section 120.17 of the International Traffic in Arms Regulations (ITAR) as: (a) sending or taking a defense article out of the United States in any manner, except by mere travel outside of the United States by a person whose personal knowledge includes technical data; or (b) transferring registration, control, or ownership to a foreign person of any aircraft, vessel, or satellite covered by the U.S. Munitions List, whether in the United States or abroad; or (c) disclosing (including oral or visual disclosure) or transferring in the United States any defense article to an embassy, any agency or subdivision of a foreign government (e.g. diplomatic missions); or (d) disclosing (including oral or visual disclosure) or transferring technical data to a foreign person, whether in the United States or abroad; or (e) performing a defense

service on behalf of, or for the benefit of, a foreign person, whether in the United States or abroad. Thus, under ITAR, it is possible to have an "export" in the case of a transaction that takes place wholly in the United States.

This question is not to scare exporters but to prompt them to ask questions about the compliance of their own in-house export procedures and the categorization of their products by different government agencies.

Margaret McClellan Gatti, Esq., Mid-Atlantic District Export Council Chair, is one of the few non-government professionals who can speak authoritatively on the topic of export controls. Ms. Gatti founded Gatti & Associate's law practice in 1992. She is a graduate of Saint Joseph's College (B.A., 1974), University of Pennsylvania (M.A., 1976), Temple University (M.B.A., 1982), and Rutgers University Law School (J.D., 1991). Ms. Gatti has more than twenty-five years of practical international business experience including experience as an international financial analyst and international banking officer, holding at one time the position of Senior Vice President in the International Banking Department of Mellon Bank. Ms. Gatti also was the founder, owner, and operator of Treaty Impex, an import/export company. 

GLOBE 2006 Selling to Canada's Environmental and Mining Sectors

Pennsylvania companies looking to sell to Canada's environmental and renewable energy markets, and the mining sector, one of Canada's pre-dominate markets, should plan to attend GLOBE 2006 on March 29-31, 2006 in Vancouver, British Columbia. Companies can arrange for exhibition space, counseling by local Commercial Service officers, and introductions to local companies and Asian-based distributors. Prospective industries include pollution control equipment, renewable energy systems, water resource equipment and services, the mining industry, and environmental engineering. For more information, contact your U.S. Commercial Service Office.

Get Started Exporting

Start or enhance your export program by working with the U.S. Commercial Service as a "one-stop shop":

PHILADELPHIA U.S. EXPORT ASSISTANCE CENTER:
Visit

www.buyusa.gov/philadelphia or call Tony Ceballos, Director, U.S. Commercial Service, at 215-597-7141.

PITTSBURGH U.S. EXPORT ASSISTANCE CENTER:
Visit

www.buyusa.gov/pittsburgh or call Lyn Doverspike, Director, U.S. Commercial Service, at 412-644-2800.

HARRISBURG U.S. EXPORT ASSISTANCE CENTER:
Visit

www.buyusa.gov/harrisburg or call Deborah Doherty, Director, U.S. Commercial Service, at 717-221-4510.

For more information on doing business in Canada, visit

www.buyusa.gov/canada/en/.

For more information on doing business in Mexico, visit

www.buyusa.gov/mexico/en/.

Gold Key Program Opens Export Doors for Erie Software Company (continued from page 1)

customers to view the progress, productivity, and performance of an assembly line in real time, while providing 100% traceability. In August 2005, IMS received the Export Achievement Award from Congressman Phil English (R-PA). The award was due to the company's recent participation in the Gold Key Program and its attendance at Expo Manufactura 2005 in Mexico, both of which have enabled IMS to successfully sign a representative and increase sales to Mexico.

"It was actually through working with our local Small Business Development Center that we found out about the Gold Key Program," says company President Thomas Pherson. "We were also pleased to be sponsored by First Energy Corporation, an electric utility company that, in March 2005, sponsored ten companies from Ohio and Pennsylvania to attend the Expo Manufactura in Monterrey, as well as sponsoring us in the Gold Key Program."

"The program was very effective," Mr. Pherson adds. "We spent time educating a Commercial Service representative in Mexico about the nature and benefits of our product. The representative then made valuable primary contacts for us. When we went to Monterrey, we had five visits with Mexican companies already set up for us. The Commercial Service representative attended the meetings with us to

"Companies should be aware that there are a tremendous number of resources both locally and statewide in Pennsylvania that want to help you learn to export—that's what they are tasked to do. These government resources gave us tremendous help with the paperwork and the regulations—if I had had to sit there and read the manuals, it would have taken days and I probably wouldn't have done it. And many of these services are free!"

Thomas Pherson, President
Intelligent Manufacturing Solutions

act as translator, if necessary. The whole process gave IMS a lot of credibility in the market."

Intelligent Manufacturing Solutions has now hired a representative in Mexico, who is working to make contacts and sell product for the company. Mr. Pherson credits both the Erie Small Business Development Center and the U.S. Commercial Service for their assistance. "It was a very good experience for us. For many companies, dealing with customers who are so far away and who have a different language and culture can be daunting. But Mexico is a great marketing opportunity." 

Canada Video Fact Sheets on the Web

As part of its ongoing commitment to provide exporters with easy-to-use and current information, the Commercial Service Canada offers video-based fact sheets viewable on the Web. The site offers free upgrades to Windows Media Player, or the fact sheets can be made available on CD or hard copy. New fact sheets are added weekly. Topics currently include a general introduction to exporting to Canada, working with government procurement bids, and selling to the mining, agricultural equipment, environmental, and health technology sectors. Visit www.docsinbox.net/Factsheets/canadabiz.html.

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WESTERN PA DISTRICT EXPORT COUNCIL AND MIDATLANTIC DISTRICT EXPORT COUNCIL



The Western PA District Export Council (WPADEC) and MidAtlantic DEC are two of the 56 District Export Councils (DECs) 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. DEPARTMENT OF COMMERCE, U.S. COMMERCIAL SERVICE OVERVIEW

The U.S. Commercial Service has over 250 offices around the world—100 Export Assistance Centers in the United States 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**



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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. The University of Pittsburgh was one of the first five original centers 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 Educate 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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