

October 2012

# ARKANSAS EXPORTER

A newsletter of the U.S. Export Assistance Center of Arkansas



## Arkansas Companies Learn About Refining Capabilities to Sell into Mexico & Brazil

The US Commercial Service through its US Export Assistance Center in Little Rock brought an innovative aerospace export seminar to Arkansas in September 2012, with sessions held in Rogers, Magnolia and Little Rock. Attendees learned about opportunities to sell into the supply chains for both the Mexican and Brazilian aerospace industries, managing export controls, and how to as well as how to take advantage of funding programs available to Arkansas companies.



Business panelists in Little Rock on Sept 12 discuss aerospace issues and opportunities impacting their operations. Pictured from left to right are: William Burgess, Power Technology Inc; Dean Fagaly, Dassault Falcon Jet; and Gina Radke, Galley Support Innovations,

For more information on this program, direct inquiries to [eric.johnson@trade.gov](mailto:eric.johnson@trade.gov).

## Water Treatment & Management In Mexico

In Mexico, it is estimated that at the end of 2010 only 90% of a total population of 108 million had access to running potable water and that only 96% of the potable water treated was disinfected to be used for drinking purposes. Due to this lack of access and increasing demand for potable water, the total market for potable water equipment and services is expected to grow by approximately 6% from 2011 to 2012. Almost all potable water equipment from NAFTA countries is exempt from import duties.

Customers in the potable water equipment and services sector are demanding uniform quality control, compliance with international standards, productivity, lower production costs, just-in time deliveries and above all, reliable local service and maintenance programs. This last factor has become, in many instances, even more important than pricing or financing in the potable water equipment purchasing decision.

Often, the decision to select a potable water equipment and services provider depends on the demonstrated commitment to service after the sale has been made. This has been the most effective tool that third country manufacturers have used to penetrate this market.

Contact the U.S. Commercial Service office in Little Rock to determine how you can export into this sector!  
Phone: 501-324-6544

Source: [export.gov](http://export.gov)

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**ARKANSAS EXPORTER** is a monthly publication of the Arkansas Export Assistance Center.



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**OUR WEBSITE:**  
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**Note:** The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. **If you would like to be removed from this mailing list, please contact the Little Rock Office.**

**2012 Export Control Update Conference**

**Where: Huntsville, Alabama**  
**When: October 15-16, 2012**

Confirmed Speakers include:

- Eric Hirschhorn, Under Secretary for Industry and Security, U.S. Department of Commerce
- Kevin Maloney, Director, Defense Trade Controls Licensing, U.S. Department of State
- Bernie Kritzer, Director, Exporter Services, Bureau of Industry & Security, U.S. Dept. of Commerce
- Michael Laychak, Licensing Director, Defense Technology Security Administration (DTSA)
- Jim Bartlett, Senior Counsel – Export/Import, Northrop Grumman Corporation
- Larry Fink, Director, International Trade Compliance/VP & Senior Counsel, SAIC
- Laura Forte, Technology Control Officer, QinetiQ North America
- Phil Rhoads, Attorney at Law, Rhoads & Reed, PLLC

Discussion topics include:

- Current Regulatory Framework of U.S. International Trade Controls
- Luncheon Keynote: Export Control Reform for Competitiveness & National Security
- Export Control Reform: Fundamentals & Transition Challenges
- Changes in Classification Resulting from Export Control Reform
- Managing IT Controls/Cloud Computing: Global Business in the 21st Century & Managing Tech Transfer
- Challenge of Deemed Exports Especially When Working with Universities & Foreign Visitors
- Compliance Challenges for Manufacturers, Exporters, Brokers & Forwarders
- Personal Liability Risks for ITAR Violations USG Defense & Space Programs with Foreign Participation

**Registration Fee:** \$495 for NAITA Members & USG All others \$595

To view the proposed agenda, click [here](#)  
To register, click [here](#)

**ALL BUYUSA.GOV SITES ARE NOW AT EXPORT.GOV**  
Exporter information that was on BuyUSA.gov has now moved to [Export.gov](http://Export.gov).

**Agriculture, Energy, Transportation, & Mining Technologies Trade Mission to South Africa & Zambia**

**Where:** Johannesburg/Cape Town, South Africa and Lusaka/Ndola, Zambia

**When:** November 26-30 2012

Participants will benefit from the following:

- Pre-screened one-on-one meetings with potential partners, distributors, and end-users
- Access to South African, U.S. and Zambian government officials
- Meetings with U.S. Commercial Service industry specialists from U.S. Embassy South Africa and Zambia

For the official mission application, click [here](#)



### South Asia Upcoming Events

#### South India & Sri Lanka: Infrastructure, Hospitality, Healthcare, Environment, & IT February 3 – 8, 2012

The U.S. Department of Commerce is hosting this trade mission. With soon-to-be implemented infrastructure and industrial facilities, now is the time for U.S. firms to play a major role in design, construction, engineering and management of signature projects in the region.

By participating in this trade mission your firm can:

- ❖ Gain market insights
- ❖ Make industry contacts
- ❖ Solidify business strategies
- ❖ Advance specific projects
- ❖ Participate in customized meetings

For more information click [here](#)

#### WEBINAR SERIES: South Asia Webinar Series- Infrastructure, design/build, Healthcare, Environment, & IT

With a 1.2 billion population, a dynamic middle class, and 6.5% GDP growth rate, India is positioned for sustained growth. Sri Lanka is geographically situated as an ideal shipping hub. Join the US Commercial Service team to learn more about doing business here.

- ❖ **November 1, 2pm CST:** Learn directly from our panel of legal, financial and customs experts. Each speaker will present a list of “Top Ten Tricks” and will be available to answer your questions. U.S. exports to India have more than doubled in the last five years.

Click [here](#) for more information and to register

### Water Management and Treatment Mission Trips

#### ECO Expo Asia 2012

**Location:** Hong Kong  
**October 27-30 2012**

Once again supported by the Environment Bureau of the Hong Kong Government, Eco Expo Asia 2012 will be the only international environmental industry trade show held in Hong Kong - the gateway to the Chinese mainland and Asian markets. In addition emissions control, energy efficiency, waste management & recycling products and services, electrical vehicles and technologies relating to low-carbon living and manufacturing will also be featured. Click [here](#) for more information and to register

#### Executive-Led Mission to Indonesia and Vietnam

**Location:** Hanoi, Ho Chi Minh City, and Jakarta  
**November 11-17 2012**

Organized by the U.S. Commercial Service, the purpose of this mission is to inform U.S. firms about opportunities in Southeast Asia's rapidly expanding market and to position U.S. companies to seize export opportunities. This mission is tailored to sectors critical to infrastructure development. Click [here](#) for more information and to register

#### World Future Energy Summit 2013

**Location:** Abu Dhabi, United Arab Emirates  
**January 15-17 2013**

Since its inception in 2008, World Future Energy Summit “WFES” has evolved as the world's foremost and must-attend annual meeting for the renewable energy and environment industry. In 2012 WFES uniquely brought together over 26,200 attendees from 136 countries, including world leaders, international policy makers, industry leaders, investors, experts, academia, intellectuals and journalists to find practical and sustainable solutions for today's energy security and climate change challenges. Click [here](#) for more information and to register

#### E-World of Energy and Water

**Location:** Essen, Germany  
**February 5-7 2013**

Commercial Specialist Bettina Capurro will attend E-world energy & water 2013 in Essen to counsel and assist American companies exhibiting at the trade fair, and to collect latest industry and market trends. Commercial Service Munich will conduct a pre-show promotion to industry contacts in order to advertise and promote U.S. exhibitors' products and services. Click [here](#) to register for this webinar

## Find the Event for You!

Search the US Commercial Service Database

Browse Upcoming Events By:

Country ▪ State ▪ Industry ▪ Type of Event

Click [here](#) to use the search trade events



## Financing Your Small Business Exports, Foreign Investments or Projects

**Insurance** can mitigate the risk of U.S. businesses selling or investing overseas.

- ❖ **Description:** Insures the exporter’s risk against nonpayment by the foreign buyer due to commercial and political reasons such as insolvency, bankruptcy, protracted default, war, revolution and insurrection.
- ❖ **Use it to:** offer competitive open account terms to buyers to increase their market share; previously ineligible foreign receivables may now be added into the exporter’s borrowing base with their lender.
- ❖ **Amount Insurable:** Choose to cover an entire export portfolio or one buyer at a time. Coverage is between 90% and 98%; rates depend on policy type and length of the credit term being extended to the foreign buyer.
- ❖ **Benefits:** Protects the exporter against buyer non-payment a risk protection tool. Allows the exporter to offer buyers open account terms—a marketing tool. Allows the exporter to add insured foreign accounts receivable to its borrowing base—a financing tool.
- ❖ **To learn more** click [here](#) and visit the Export-Import Bank of the U.S.

**Export Development & Working Capital Loans** help firms expand overseas and fund export transaction costs or financing for the export of goods or services by providing the liquidity needed to accept new orders, enter new markets and compete more effectively in the international marketplace

### Export Development Loans:

- ❖ **Description:** Provides working capital and/or fixed asset financing for companies that will begin or expand exporting.
- ❖ **Use it for:** Export transactions, including support for standby letters of credit; export development expenses, including participation at trade shows, and translating product literature.
- ❖ **Amount Borrowable:** \$500,000 maximum. Terms up to 25 years for fixed assets and up to 7 years for working capital.
- ❖ **Benefit:** Maximize flexibility to meet exporting needs
- ❖ **To learn more** click [here](#) and visit the U.S. Small Business Administration.

### Working Capital Guarantee Program

- ❖ **Description:** Provides a 90% guarantee to a lender that makes a loan to an exporter for the purchase and/or manufacture of U.S.
- ❖ **Use it for:** purchases of raw materials or finished goods to fulfill export sales orders. May be transaction-specific or revolving.
- ❖ **Amount Borrowable:** No maximum and no minimum amount; loan amount depends on the exporter’s ability to service the debt as evidenced by the borrower’s financial statements, tax returns, and owner’s personal guarantee.
- ❖ **Benefits:** Uses export inventory and foreign inventory receivables as collateral.
- ❖ **To learn more** click [here](#) and visit the Export-Import Bank of the U.S.

**NATIONAL EXPORT INITIATIVE**

Learn more at [www.export.gov](http://www.export.gov).



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