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**BUYUSA.GOV -- U.S. Commercial Service
Silicon Valley (San Jose)**



**Your Global
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U.S. Commercial Service
Silicon Valley U.S. Export Assistance Center

April 2010

FEATURED EVENTS:

Visiting Specialist from U.S. Embassy in Hungary! Meet Zsolt Makai, Commercial Specialist from the U.S. Embassy in Hungary to learn about potential market entry strategies, promotion, and business prospects in the Hungarian and EU market. One-on-one meetings with Zsolt will be held at the Silicon Valley U.S. Commercial Service office in San Jose and are free of charge. It's a great opportunity to receive feedback and in-depth counseling on how your company's specific products or services can succeed in these countries. To schedule an appointment, please contact me directly; Zsolt will be available April 6-30th, meetings are first come-first serve.

PROFIT 101 - Friday, April 9, 2-6pm, Small Business Workshop presented by U.S. Department of Commerce National Institute of Standards and Technology (NIST), Manufacturing Extension Partnership (MEP), to take place in Newark. **FREE!** Profit 101 - The training will help companies sharpen marketing messages to triple your selling effectiveness, use customer mining to improve your team's innovation abilities, enhance collaboration with suppliers & innovators to speed time to market get you "thinking like a start up" to restart, reboot & revitalize profits. <http://www.buyusa.gov/siliconvalley/153.html>¹.

Attention Port Authorities and Ports/Logistics Firms! The organizers of the SALT 2010 Trade Show (**May 5-7, 2010** <http://www.salt2010.es/>²), in collaboration with the AMCHAM in the Canary Islands, is inviting U.S. port authorities and ports/logistics companies seeking to strengthen traffic with Western Africa and Spain to participate at the event's conference sessions. ****Travel costs will be fully covered by trade show organizers.**** Note: The Spanish Canary Island is a trade and logistics platform to Africa and Europe, which can highly benefit the operations of U.S. firms in this area, with several fiscal incentives, assuring much more competitive conditions. For more info, contact joanne.vliet@trade.gov³.

Asia Pacific Business Outlook Conference - 300 participants, 50 sessions, 15 economies, 2 days, 1 event! The AAPBO will be held in Los Angeles, April 19-20. It is an extraordinary opportunity for exporters to make contact with market experts in 15 economies. With over 50 concurrent sessions scheduled, you will be able to tailor your conference to get specific answers for your industry and product. Take advantage of individual, confidential one-on-one meetings with Senior Commercial Officers and their executive partners and companies that work with the U.S. Commercial Service get a special "CS rate" of \$575 (\$100 less than the regular conference fee). To qualify for this reduced rate, registrants must include the "DOC2010" code. <http://www.buyusa.gov/pacificsouth/apbo.html>⁴

Licensing Executives Society: Tenth Annual Conference, Wed., April 28, 9am-4:30pm, Hewlett Packard Company, 3000 Hanover Street, Palo Alto, CA 94304. This is a special day of both education and hearing from a diversity of experts on how they view the future in terms of technology development. Featured keynote speaker

will be David Kappos, newly appointed commissioner of the USPTO. More info at [☞](#)
<http://www.lesusacanada.org/MainNav/LocalChapters/LES-USA-West/Silicon-Valley/4.28.10.aspx>⁵

TRADE LEADS:

A sampling of our trade leads can be found below. Search additional trade leads here: [☞](#)

<http://www.export.gov/tradeleads/index.asp>⁶

- **Brazil:** Embraer is looking for manufacturers of business jet seats
- **Colombia:** Ports are seeking fixed or mobile cargo scanners
- **Ecuador:** Bamboo harvesting technologies/services
- **El Salvador:** PC Spiral Rib or indented wire in compliance with ASTM-A421 specifications utilized for elaborating pretensioned concrete.
- **Greece:** Supply of MRL's break assy for Aircraft A/TA-7EC. The Hellenic Air Force (HAF) has issued a tender for the supply of MRL'S break assembly for A/TA-7EC aircraft.
- **Greece:** Supply of Electron tubes IFF Radar MPDR-90. The Hellenic Air Force (HAF) has issued a tender for the supply of electron tubes IFF Radar MPDR-90.
- **Greece:** Supply of CAD/PAD kit seat CTG aircraft T-6. The Hellenic Air Force (HAF) has issued a tender for the supply of fifty six (56) CAD/PAD kit seat CTG for aircrafts T-6. In particular, the product specifications are: NSN: 1377-AA-130-0041; P/N: MBEU 179015-1, NCAGE: U1604.
- **Greece:** Supply of rear and front inlet assembly Aircraft CL-415. The Hellenic Air Force (HAF) has issued a tender for the supply of rear and front assembly kit for CL-415 aircraft. In particular, the product specifications for the assembly kits are: PWC SB No. 21661 A/K PWC 123AF.
- **Greece:** Supply of gyrocompasses for ships and submarines. The Supply Department of the Hellenic Navy issued a tender for the supply of gyrocompasses for warships and submarines. Specifically, 11 compasses for warships and four compasses for submarines.
- **Greece:** Supply of a turboshaft engine T700-401C model. The Supply Department of the Hellenic Navy issued a tender for the supply of a turboshaft engine T700-401C model.
- **Jordan:** Laminate Flooring
- **Kenya:** Kenyan firm has won a tender to supply 5 prefabricated, sectional, bolted water tanks, each of capacity 4000m3 to a government owned geothermal energy company. They seek suppliers of such tanks.
- **Netherlands:** Military (army) gear / Infrared equipment / Spare parts / Logistical products, to support transportation of military equipment. Local firm is also be bidding on two major MOD contracts involving tactical radios and parts for the M113 armored vehicle.
- **Palau:** Lumber, plywood, awnings, roofing materials
- **Qatar:** Solution for leakage prevention in sewage pipes
- **Saudi Arabia Tenders & Offers:** <http://www.buyusa.gov/saudiarabia/en/sauditenderoffers.html>⁷
- **Sweden:** Company is looking for surveillance products, safety & security equipment for guards and surveillance personnel, and personal safety products for women.
- **Vietnam:** Runway Cleaning Equip, Runway Sweepers
- **Vietnam:** PetroVietnam Construction and Installation Corporation is looking for US partner that can export products or transfer technology for advanced construction materials (such as light weight/porous concrete/bricks, insulation panels etc.
- **Opportunities to work with the European Bank for Reconstruction & Development (EBRD):** [☞](#) <http://www.ebrd.com/>⁸ (view "procurements"), and additionally view completed project summary documents at: [☞](#) <http://www.ebrd.com/projects/psd/psd2009/>⁹.

WEBINARS & SF BAY AREA EVENTS:

- **March 31: Webinar: How can Credit Availability Boost Sales for Your Company?** 10:00a.m. 11:15a.m.CST. Learn more/register: [☞ https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3A](https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3A)¹⁰
- **SCORE Export-Import Workshops:** May 20, Jun 12, Jul 15, Sep 16, Oct 16, Nov 18, [☞](#) <http://www.eastbayscore.org/export%20import.html>¹¹
- **April 6: Webinar: Canada's Oil & Gas Industry:** [☞](#) http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30265¹²

- **April 7: Webinar: A Basic Guide to Exporting: Understanding Export Controls** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30265¹²
- **April 7: Webinar: Exporting to Central America,** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=303¹³
- **April 9:** Profit 101 Seminar, Newark, CA: <http://www.buyusa.gov/siliconvalley/153.html>¹.
- **April 14, WIT-NC Presents, "Sourcing – Strategies that Work from Textiles to Technology",** 6:00 - 8:00 pm, SAP, Palo Alto, <http://www.wit-nc.com/Home/Index.asp>¹⁴
- **April 14: Webinar: Cashing in with US Free Trade Agreements,** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30040¹⁵
- **April 20: Webinar: Foreign Incorporations to Support US Exports:** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30023¹⁶
- **April 28: Webinar: A Basic Guide to Exporting: Using eCommerce & Social Media,** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30079¹⁷
- **April 15, May 13, June 10, Meeting the 100% PAX Air Cargo Screening Mandate (Webinars and Town Hall Meetings):** Effective August 2010, 100% of the twelve million pounds of air cargo flown each day on passenger aircraft must be screened according to the 9/11 Act. Unscreened cargo will not fly, potentially leading to logjams at airports and delays of time-sensitive cargo. Learn more about the benefits of the Transportation Security Administration's (TSA) Certified Cargo Screening Program. For more information, contact CCSP@dhs.gov¹⁸, Time: 1:00-2:00 p.m. ET, Cost: **Free**, Learn more/register: <http://www.surveymonkey.com/s/Z2QJBDX>¹⁹; <http://www.tsa.gov/ccsp>²⁰
- **April 23-24, Santa Clara, Complying with US Export Controls,** http://www.paei.org/April_21-22_%202010.pdf²¹
- **April 29, Webinar: U.S.-Jordan Free Trade Agreement Webinar, Safety & Security Sector,** <http://www.buyusa.gov/jordan/en/>²²
- **May 5: Webinar: Protecting Your IPR:** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30013²³
- **May 12, WIT-NC Presents, "Import Best Practices",** 5:30-8:30 pm, SAP, Palo Alto, <http://www.wit-nc.com/Home/Index.asp>¹⁴
- **May 18: Webinar: International Labor, Employment & Immigration** http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30024²⁴
- **May 20, Webinar: Belgium: Key Industry Sector Opportunities,** 11:30 a.m. EDT/ 8:30 a.m. PDT, Cost: \$35 Learn more/register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=006R>²⁵
- **Archived Podcast: Virtual Bidder's Conference for Taiwan Design Competition for Kaohsiung Maritime Cultural & Pop Music Center** <http://www.ait.org.tw/kaohsiung/en/hl2010022501.aspx>²⁶
- **Archived Webinar: How to Break into Foreign Military Sales (FMS)** -- \$25. Learn how to tap FMS contracts by hearing directly from the US Department of Defense's Defense Security Cooperation Agency. Contact Danielle.Dooley@trade.gov²⁷ / 303-844-6623 x214 to purchase the download.

MARKET RESEARCH REPORTS:

A sampling of our recent reports can be found below. Search more reports at our library: <http://www.export.gov/mrktresearch/index.asp>²⁸

- **Australia:** National Aviation Policy White Paper: <http://www.infrastructure.gov.au/aviation/nap/index.aspx>²⁹
- **Australia:** Department of Defence, Building construction and support and maintenance and repair. Closes April 20: <https://www.tenders.gov.au/?event=public.advert.show&AdvertUUID=1CF47042-AEBE-7A2D-38B292B0B95BA855>³⁰
- **Brazil:** Products Subject to Increased Duties Due to US Cotton Dispute. The retaliation list of approximately 100 products includes a number of industries and some agricultural products. The increased duty rates take effect after 30 days. For the complete list from the Brazil Ministry of Commerce, go to [http://www.mercosul.gov.br](#)

<http://www.desenvolvimento.gov.br/sitio/interna/noticia.php?area=1¬icia=9644>³¹

- **Canada:** Construction Equipment
- **Canada:** Export Opportunities in the Correctional Facilities Overhaul
- **Canada:** Guidelines for U.S. Architects
- **Canada:** Selling Military Supplies and Equipment to the Government of Canada
- **China** - American Planning Association, English translation of development plans for Zhenjiang and Changxing, <http://www.planning.org/china/projects/>³²
- **Denmark:** Building & Construction
- **Denmark:** Green IT
- **Egypt:** Ministry of Civil Aviation Air Traffic Control
- **EU:** New EU Code of Conduct on Arms Export Controls
- **Italy:** The Residential HVAC Market
- **Japan** - Green Policies, <http://www.env.go.jp/en/laws/policy/green/2.pdf>³³
- **Japan:** Building Products Import to
- **Japan:** Smartphone Market
- **Poland** - An Overview of the Aerospace Market
- **Poland:** Green Building Market, 2010
- **Switzerland:** Aircraft and Parts Overview

TRADE MISSION:

Secretarial Clean Energy Trade Mission to China and Indonesia, May 15-25, <http://www.trade.gov/cleanenergymission/>³⁴

Trade Mission to the Dominican Republic and Jamaica, June 14-18, 2010, <https://emenuapps.ita.doc.gov/ePublic/newRegistration.jsp?SmartCode=OROC>³⁵

Franchise Trade Mission to Mexico, March 3-5, 2010, http://www.buyusa.gov/mexico/en/franchise_trademission.html³⁶

Executive-led Trade Mission to Senegal and South Africa, March 7-12, 2010, <http://www.export.gov/africamission2010/>³⁷

Trade Mission to the Dominican Republic and Jamaica, March 15-19, 2010, <https://emenuapps.ita.doc.gov/ePublic/newRegistration.jsp?SmartCode=OROC>³⁵

FedEx Green Industries Trade Mission to Paris, France with optional legs to **Germany, UK, Italy and the Nordics**, April 11-16 2010, <http://www.fedex.com/trade>³⁸

Secretarial Clean Energy Trade Mission to China and Indonesia, May 15-25, 2010 <http://www.trade.gov/cleanenergymission/>³⁴

2nd Solar Energy Trade Mission to India, February 14-19, 2010, <http://www.buyusa.gov/pacificsouth/indiatrademission.html>³⁹

Executive Trade Mission to Algeria and Libya, February 17-22, 2010, Learn more/register: northafricamission@mail.doc.gov⁴⁰

Executive-led Trade Mission to Senegal and South Africa, March 7-12, 2010, Learn more/register: <http://www.export.gov/africamission2010/>³⁷

Trade Mission to the Dominican Republic and Jamaica, March 15-19, 2010, Learn more/register: <https://emenuapps.ita.doc.gov/ePublic/newRegistration.jsp?SmartCode=OROC>³⁵

Green Industries Trade Mission to Europe: April 11-16, 2010, <http://fedex.com/international/uscs/greentmain.html>⁴¹

Virtual Green Trade Mission to Italy (ongoing): www.buyusa.gov/italy/en/virtualgreentrademission.html⁴²

All events below are supported by the U.S. Department of Commerce. They primarily cover the Aerospace, Defense, Security and ICT sectors. Search all our trade events in all sectors and countries at: <http://www.export.gov/tradeevents/index.asp>⁴³

Links

1. <http://www.buyusa.gov/siliconvalley/153.html>
2. <http://www.salt2010.es/>
3. <mailto:joanne.vliet@trade.gov>
4. <http://www.buyusa.gov/pacificsouth/apbo.html>
5. <http://www.lesusacanada.org/MainNav/LocalChapters/LES-USA-West/Silicon-Valley/4.28.10.aspx>
6. <http://www.export.gov/tradeleads/index.asp>
7. <http://www.buyusa.gov/saudiarabia/en/sauditenderoffers.html>
8. <http://www.ebrd.com/>
9. <http://www.ebrd.com/projects/psd/psd2009/>
10. <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3A>
11. http://www.eastbayscore.org/export_import.html
12. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30265
13. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=303
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15. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30040
16. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30023
17. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30079
18. <mailto:CCSP@dhs.gov>
19. <http://www.surveymonkey.com/s/Z2QJBDX>
20. <http://www.tsa.gov/ccsp>
21. http://www.paei.org/April_21-22,_2010.pdf
22. <http://www.buyusa.gov/jordan/en/>
23. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30013
24. http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30024
25. <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q6R>
26. <http://www.ait.org.tw/kaohsiung/en/hl2010022501.aspx>
27. <mailto:Danielle.Dooley@trade.gov>
28. <http://www.export.gov/mrktresearch/index.asp>
29. <http://www.infrastructure.gov.au/aviation/nap/index.aspx>
30. <https://www.tenders.gov.au/?event=public.advert.show&AdvertUUID=1CF47042-AEBE-7A2D-38B292B0B95BA855>
31. <http://www.desenvolvimento.gov.br/sitio/interna/noticia.php?area=1¬icia=9644>
32. <http://www.planning.org/china/projects/>
33. <http://www.env.go.jp/en/laws/policy/green/2.pdf>
34. <http://www.trade.gov/cleanenergymission/>
35. <https://emenuapps.ita.doc.gov/ePublic/newRegistration.jsp?SmartCode=0R0C>
36. http://www.buyusa.gov/mexico/en/franchise_trademission.html
37. <http://www.export.gov/africamission2010/>
38. <http://www.fedex.com/trade>
39. <http://www.buyusa.gov/pacificsouth/indiatrademission.html>
40. <mailto:northafricamission@mail.doc.gov>
41. <http://fedex.com/international/uscs/greentmmain.html>
42. <http://www.buyusa.gov/italy/en/virtualgreentrademission.html>
43. <http://www.export.gov/tradeevents/index.asp>

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