



Trade World Wisconsin

A newsletter from the U.S. Commercial Service office in Milwaukee

Wisconsin- Latest Export and Job Findings

Last month, the U.S. Department of Commerce released its latest findings on state by state export statistics. We're incredibly excited about the latest statistics, and wanted to share some of the highlights with you!

The largest importer of Wisconsin products for 2012 was our neighbors to the north, Canada. Wisconsin exported around 7.6 billion dollars worth of product to Canada, accounting for around 33% of our states total merchandise exports. Following Canada as the largest importer of Wisconsin products was Mexico (\$2.2 billion), China (\$1.5 billion), Australia (\$865 million), and Japan (\$863 million) for 2012.

The top export category was Machinery, Except Electrical, which accounted for \$7.0 billion of Wisconsin's total merchandise exports in 2012. Following Machinery was Computer & Electronic Products (\$3.0 billion), Transportation Equipment (\$1.8 billion), Food & Kindred Products (\$1.7 billion), and Chemicals (\$1.6 billion). Not surprising then, manufacturing accounted for 6.5 percent of Wisconsin's total private-sector employment, with an estimated 19 percents of those workers depending heavily on exports for their jobs.

In 2010, 6,847 Wisconsin companies were exporting, 88% of which were small to medium sized businesses, defined as 500 fewer employees or less. These same firms also accounted for 28% of the total merchandise exports from Wisconsin in 2010.

To read the full report click [here](#)

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Milwaukee Commercial Service Trade Events

Incoterms 2010: The ICC Rules Explained

June 6, 2013 8:30AM-12:15PM
For information click [here](#)

AES Compliance Program Seminar

October 9, 2013 8:00AM - 4:30PM

AES Compliance Program Workshop

October 10, 2013
Morning Class 8:30AM-12:00PM, Afternoon Class 1:00PM 4:00PM

For more information click [here](#)



The U.S. Department of Commerce's Global Design & Construction Team is hosting a FREE webinar on April 11 to promote the many opportunities for U.S. design and building construction firms in the emerging market of Kazakhstan. This webinar will feature respected speakers including US Commercial Service staff, a US company currently doing business in Kazakhstan, and the trade show organizer for Kazbuild, a certified trade show which includes a USA Pavilion.

For more information and to register click [here](#)

Trade events include webinars and seminars on the fundamentals of exporting; counseling and other support at U.S. and international trade shows, recruitment of foreign buyer delegations to U.S. trade shows, and



Spotlight on Trade Winds- Asia Korea, Philippines, Hong Kong, Japan and Taiwan

Trade Winds—Asia is an excellent opportunity to position your organization as a leader in facilitating U.S. trade throughout Asia. As an official U.S. Department of Commerce/U.S. Commercial Service multi-sector trade mission, Trade Winds—Asia will offer participants a unique venue for connecting to business opportunities in Asia. Korea, the host nation for Trade Winds—Asia, is an ideal launching point for expansion throughout the region. For more information click [here](#).

Participants in this unique program have the opportunity to:

- ✓ Take part in a focused dialogue on business issues in Asia and individual countries.
- ✓ Meet with Senior Commercial Officers from the U.S. Embassies and Consulates of 14 countries in Asia.
- ✓ Directly engage with U.S. and Asian businesses during this official U.S. Department of Commerce trade mission.



Spotlight on Hot Market Watch India, Indonesia, Russia and South Korea

Presented by the Southern Ohio District Export Council and Xavier University, the conference will on the "hot markets" of **India, Indonesia, Russia & South Korea** and will provide market updates, tools, and resources for U.S. companies interested in selling to or expanding further into these countries. The conference will feature U.S. Department of Commerce international trade experts from the U.S. Commercial Services, and international organizations & companies - both large and small - who will share their expertise and experiences in India, Indonesia, Russia and South Korea. For more information click [here](#).

April 3rd :
Networking Reception (included w/ conference registration)
5:30pm- 7:30pm

April 4th :
Hot Market Watch Conference
7:00am- 5:00pm

Location:
Cintas Center at Xavier University
1624 Herald Avenue
Cincinnati, OH 45207



MINNESOTA DEC | U.S. COMMERCIAL SERVICE
ACCESS THE WESTERN HEMISPHERE
 INTERNATIONAL TRADE CONFERENCE
 MINNEAPOLIS, MN | APRIL 23-24, 2013



MINNESOTA DEC | U.S. COMMERCIAL SERVICE
GATEWAY TO EUROPE
 INTERNATIONAL TRADE CONFERENCE
 MINNEAPOLIS, MN | JUNE 4-5, 2013

The MN District Export Council, in cooperation with the U.S. Commercial Service, will be hosting Access the Western Hemisphere Conference, as well as the Gateway to Europe Conference in Minneapolis, MN this year.

The annual Access the Western Hemisphere Conference will bring 10 Senior Commercial Diplomats covering over 15 markets across the Western Hemisphere. Participants will discover how to identify new export opportunities, increase market share and competitive edge, and develop strategic relationships with those that are on the forefront of business and exporting in these key markets. For more information about this trade event click [here](#).

Countries and markets covered at the Access the Western Hemisphere include such countries/markets as:

Argentina	Brazil	Belize	Canada
Caribbean	Chile	Colombia	Costa Rica
Dominican Republic	El Salvador	Guatemala	Honduras
Mexico	Nicaragua	Panama	Peru
Uruguay			

The Gateway to Europe Conference, also an annual conference, will bring more than 25 Senior Commercial Diplomats and U.S. international trade officials covering the European, Russian and Turkish markets. Participants will discover how to identify new export opportunities, increase market share and competitive edge, and develop strategic relationships with those that are on the forefront of business and exporting in these key markets. For more information about this trade event click [here](#).

Countries and markets covered at Gateway to Europe include such countries/markets as:

Austria	Baltics	Belgium	Bulgaria
Croatia	Czech Republic	Denmark	Finland
France	Germany	Greece	Hungary
Ireland	Italy	Kazakhstan	Netherlands
Norway	Poland	Portugal	Romania
Russia	Serbia	Slovak Republic	Spain
Sweden	Turkey	Ukraine	United Kingdom

Upcoming Webinars for April - July

(Click on the webinar title for more information)

April 3:
[A Basic Guide to Exporting: How to Create an Export Compliance Program](#)

May 1:
[A Basic Guide to Exporting: Determine Harmonized Codes, Calculate Duties & Taxes](#)

June 5:
[A Basic Guide to Exporting: Satisfying Intl Product Certification Requirements](#)

July 7:
[Understanding Certificates of Free Sale & Export Health Certificates](#)

Upcoming Federal Trade Missions

(Click on the mission title for more information)

May 12- 18:
[Secretarial Infrastructure Business Development Mission Brazil, Colombia and Panama](#)

May 21 - 24:
[U.S. Medical Trade Mission to Brazil](#)

June 3 - 7:
[Healthcare Trade Mission to Russia](#)

July 14-19:
[Trade Mission to Central America -- Trade Americas - Opportunities in Central America Conference](#)

September 9-12:
[Multi-State, Multi-Sector Trade Mission to Colombia](#)

U.S. - Panama Free Trade Promotion Agreement taking effect Oct. 31

On June 28, 2007 the U.S. entered into the U.S. - Panama Free Trade Promotion Agreement which we now know will go into effect October 31st of this year. Panama is one of the fastest growing Latin American countries with a nearly \$22 billion dollar services market. The implementation of this agreement will allow U.S. companies to enter into the Panamanian market without barriers to trade and allow competitive access into the Panamanian market. Immediately in effect on the 31st of October will be zero tariffs on industrial goods such as computers and IT equipment, agricultural and construction products, medical and scientific equipment, pharmaceuticals, and environmental products. Agricultural product exporters will also enjoy the immediate benefits of duty-free treatment on this date, particularly for the following products: high-quality beef, frozen turkeys, sorghum, soybeans, almost all fruit and fruit products, wheat, peanuts, whey, cotton, and many processed items.

The implementation of this agreement also follows in accordance with President Obama's National Export Initiative goal of doubling U.S. exports by 2014.



Loosing Sales in Latin America? Keep This in Mind

Latin America and the Caribbean is a large and natural market for US exporters due to the region's geographic proximity. Despite the sheer size of this market, many US exporters are unsuccessful in selling to Latin America or increasing their exports to Latin American buyers. US exporters are losing sales to Latin American buyers because they are frequently demanding payment either by Confirmed Letter of Credit or Cash In Advance. This can result in the following situations:

1. US exporter fails to win new sales contracts or loses existing Latin American clients because other foreign competitors are willing to provide the Latin American buyer with open account terms. Some Latin American companies pay more just to get 30 or 60-day open account terms.
2. US exporter sells less to a Latin American client. One Latin American company interviewed stated that it would purchase 4 times as much from its US supplier if it was given 90-day terms rather than having to pay cash in advance.
3. US exporter loses medium term sales contract, because a foreign competitor assists the Latin American buyer in achieving better financing terms.

While it is prudent for US exporters to insist on secure payment terms, it pays for them to consider the broad variety of payment terms available to them in order to become as competitive as possible. For more information on payment terms to consider when exporting to Latin America click [here](#).

Canada Appeals WTO Ruling on Renewable Energy Dispute

Following the 2012 WTO ruling that Canada's content requirements for renewable energy generation in the province of Ontario violates international trade rules; the Canadian government has now appealed the decision on the grounds that they qualify for a government procurement exemption under GATT. The government procurement exclusion states that a country can exempt itself from GATT requirements if the regulation or program involves a government making purchases for its own needs and not for commercial resale. The disputed ruling came after Japan and the EU waged a complaint that Canada's requirement that participants must source up to 60 percent of their equipment from Ontario was discrimination against foreign companies. Canada however, is arguing that Ontario's electricity system should not be thought of as an open, competitive market. They claim the stability of the market relies heavily on government subsidies and regulation which exempts them from commercial resale discrimination because there in effect is no market. Canada is also insisting that energy purchased under the feed-in tariff program (FIT program) is not resold, as Japan and the EU claim states.

The original ruling panel concluded that the FIT program violated the Trade Related Investment Measures (TRIMs) Agreement and that Ontario did not qualify for the government procurement exception. Additionally, although the panel found the local requirement rule to violate some WTO rules, Japan and the EU failed to provide adequate evidence that the FIT program bestowed benefit to electricity producers and therefore the program was a subsidy legal under the Subsidies and Countervailing Measures (SCM) Agreement. The countries now must wait for further ruling.

[Click here to read more about the dispute and rulings](#)

One Year Anniversary of the U.S. - Korea Free Trade Agreement

March 15th marks the one year anniversary of the U.S. - Korea Free Trade Agreement. Under the FTA nearly 80% of consumer goods and industrial goods exported by the U.S. became duty free, with nearly 95% of these goods set to become duty free within five years. The affects of the elimination of trade barriers has already been seen. In 2012 alone there was a 3% growth in trade between the two countries, total \$134 billion dollars and the future continues to look promising. From 2009 to 2012 there was an astounding 283% growth in the U.S. exports of passenger vehicles to Korea, much of which is credited to the free-trade agreement. With the service sector growing particularly fast in Korea, U.S. law, accounting and financial sectors have successfully started to tap into the market, with 10 U.S. law firms having been opened by December 2012. It is with great hope that the agreement will continue to spur business growth, create jobs, generate new markets for U.S. goods and services, and strengthen an important strategic alliance.



Market Research Reports from the U.S. Commercial Service

**These market research reports are available only to U.S. companies and students/researchers that are registered with export.gov*

Hotel and restaurant equipment in the Dominican Republic: The tourist industry in the Dominican Republic (DR) is the largest in the Caribbean region. With over 4.3 million tourists visiting the country in 2011, generating around US \$4.35 billion in income for the country, tourism has evolved into one of the main pillars of the Dominican economy. The Government of the DR, newly elected in mid 2012, announced its intention to increase the number of tourists to 10 million over the next decade. The sector is dominated by large, well funded hotel and resort chains, providing large-scale, all-inclusive packaged vacations. Their projected expansion and refurbishment plans, along with the growing number of high-end boutique hotels and private villa resorts, provide enhanced opportunities for U.S. exporters of hotel and restaurant equipment, who also benefit significantly from the preferential tariff regime which has resulted from the DR's membership in the Central American and DR Free Trade Agreement (CAFTA-DR) with the United States. Almost all of the DR's US \$35 million market for hotel and restaurant equipment is imported from overseas, half of which is from U.S. sources

Broadcasting equipment and services in Vietnam: The Government of Vietnam (GVN) has set forth a roadmap to digitalize broadcasting networks in the country by 2020, and the broadcasting market is forecast to increase at a compound annual growth rate (CAGR) of 17% through 2015. With a population of 92 million in 22 million households and per capita income of \$1,300+ (2011 estimate), Vietnam has no shortage of promising indicators: The industry's annual market revenue in 2011 reached \$1.5 billion; and industry experts see it among the world's fastest-growing entertainment and media markets, projecting it will exceed US \$2 billion and \$4 billion by 2013 and 2017, respectively. Vietnam's broadcasting sector is divided into 2 sections: radio and television. Television has non-pay TV (public channels) and pay TV (commercial channels) sub-sections. Vietnam's major broadcasting buyers are categorized into five groups: (i) broadcasting content providers, (ii) agents for foreign TV channels, (iii) editors and translators, (iv) broadcasting service providers, and (v) broadcasting network infrastructure providers. Technology used in the pay TV sector in Vietnam includes cable TV (e.g. analog, digital or IPTV), digital terrestrial TV (e.g. DVB-T), direct-to-home (DTH) and mobile TV. As with the rest of the world, Vietnam is going through a trend of technology convergence in the IT, telecommunications and broadcasting industries. Vietnam's telecommunications companies tend to operate in the broadcasting subsector and broadcasters integrate telecommunications technology in their services. Many U.S. broadcasting hardware suppliers have been successfully doing business in Vietnam for many years. U.S. service providers such as American channels across all genres including movie channels, news channels, general entertainment channels, factual channels, sports channels and kid channels are present in Vietnam nowadays. Even during the global economic downturn, to meet the increasing market demand, Vietnamese major broadcasters have continued to make big investments in the sector. U.S. exporters of broadcasting equipment, services and content may find potential business development opportunities with the buyers in Vietnam.

Did you know?

Some fun facts about the [U.S. Commercial Service](#)

--The [U.S. Commercial Service's website](#) provides an extensive listing trade leads that are both from private foreign companies as well as foreign governments. Our website also provides you with an easy to use interface for finding trade events related to your industry or search events in a particular country of interest.

-- The United States Commercial Service (USCS) is the trade promotion arm of the International Trade Administration within the United States Department of Commerce

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