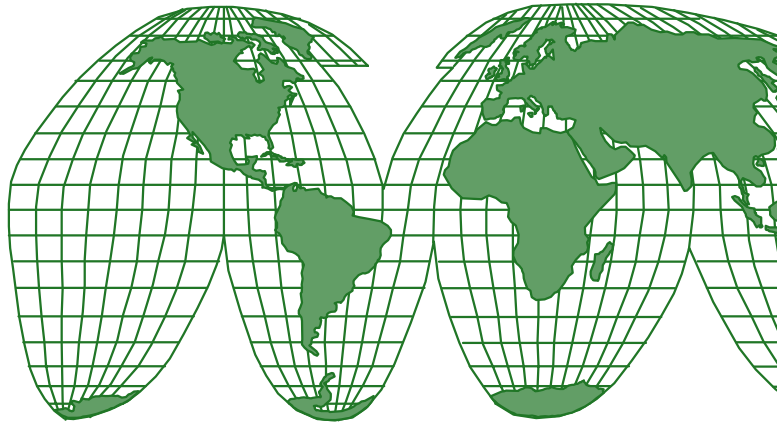


INTERNATIONAL OPPORTUNITIES RESOURCE GUIDE



For the Transportation Development Industry

Accessing Tools to Grow Internationally

Co-sponsored by



US Department of Transportation
Federal Highway Administration

ARIBA American Road &
Transportation Builders
Association

CONTENTS

MOVING TOWARD EXPORTS	1
ABOUT THE ORGANIZERS	2
WHY EXPORT?	3
IS MY COMPANY “EXPORT READY?”	4
U.S. DEPARTMENT OF COMMERCE	6
INTERNATIONAL TRADE ADMINISTRATION	7
THE COMMERCIAL SERVICE	9
U.S. EXPORT ASSISTANCE CENTERS	12
ADVOCACY CENTER	13
TRADE INFORMATION CENTER	14
OFFICE OF ENERGY, INFRASTRUCTURE, AND MACHINERY	15
ECONOMICS AND STATISTICS ADMINISTRATION	16
STAT-USA	16
BUREAU OF EXPORT ADMINISTRATION	17
U.S. SMALL BUSINESS ADMINISTRATION	18
U.S. TRADE AND DEVELOPMENT AGENCY	19
U.S. DEPARTMENT OF STATE	20
U.S. EXPORT-IMPORT BANK	21
OVERSEAS PRIVATE INVESTMENT CORPORATION	24
WORLD BANK	25
INTER-AMERICAN DEVELOPMENT BANK	28
AMERICAN CONSULTING ENGINEERS COUNCIL	30
ASSOCIATION OF AMERICAN CHAMBERS OF COMMERCE IN LATIN AMERICA	31
CONSTRUCTION INDUSTRY MANUFACTURERS ASSOCIATION	32
HIGHWAY INNOVATIVE TECHNOLOGY EVALUATION CENTER	33

>>

INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA	34
INTERNATIONAL ROAD FEDERATION	35
ISO 9000--INTERNATIONAL STANDARDS FOR QUALITY ASSURANCE	36
WORLD TRADE CENTERS ASSOCIATION	38
INTERNET RESOURCES	39

MOVING TOWARD EXPORTS

The U.S. Department of Transportation's (USDOT) Federal Highway Administration (FHWA) and the American Road and Transportation Builders Association (ARTBA) have visited numerous governmental agencies, multilateral development banks, and other organizations to learn about the resources available to small- and medium-sized firms interested in exporting their goods and services overseas. Together, we prepared this *Resource Guide* to provide a brief introduction to the resources available.

We have focused our efforts on addressing the needs of small- and medium-sized businesses, however much of this information is of use to larger firms as well. This guide, which will be updated and expanded, highlights Latin America as a regional case study for international markets.

The FHWA-ARTBA team will consider presenting several regional seminars over the course of the next year to firms in the transportation sector. At this time, we envision that such seminars would be instructional in nature and would focus on helping firms access the vast U.S. Department of Commerce, Small Business Administration, and Export-Import Bank resources available to them in their locality.

Your comments and suggestions are an important part of the development of regional seminars. Seminars will be tailored to meet the needs of the U.S. highway sector and your input is essential to the development of materials that will meet your needs. We would like to hear from you.

FHWA

Fax: 202-366-9626
E-mail: international@fhwa.dot.gov

ARTBA

Fax: 202-289-4435
E-mail: artbadc@aol.com

ABOUT THE ORGANIZERS

U.S. FEDERAL HIGHWAY ADMINISTRATION, OFFICE OF INTERNATIONAL PROGRAMS

The Office of International Programs promotes U.S. technology and highway transportation expertise abroad to assist the U.S. private sector in competing globally through the export of goods and services. By supporting government-to-government relationships, the FHWA helps to establish a U.S. presence and reputation for quality in international markets.

The FHWA directly assists U.S. firms by:

- developing technological and institutional capabilities in other countries through technology transfer centers and technical cooperation and assistance programs that prepare countries to use leading U.S. technologies,
- coordinating the participation of U.S. companies in selected international trade shows,
- serving as a resource partner with U.S. industry on select large international road and bridge infrastructure projects,
- and cooperating with the Department of Commerce, the Small Business Administration, State Department and other U.S. government agencies and industry associations to provide information on export opportunities and programs.

400 Seventh St. SW
Washington, DC 20590
Tel: 202-366-2155
Fax: 202-366-9626
E-mail: international@fhwa.dot.gov
www.international.fhwa.dot.gov

AMERICAN ROAD AND TRANSPORTATION BUILDERS ASSOCIATION

Founded in 1902, the American Road and Transportation Builders Association (ARTBA) is a national federation of private firms, public agencies and associations with a primary goal of advocating strong federal investment in transportation infrastructure. On behalf of its members, ARTBA aggressively and progressively promotes market development of safe efficient transportation systems. Complementing its vital leadership role in this area, the association also provides regulatory advocacy, services and benefits designed to help its member firms and agencies operate more efficiently.

ARTBA helps U.S. firms to access international markets by:

- holding on-site business development seminars for U.S. transportation development firms in newly emerging markets, e.g. Budapest in 1994, Rio de Janeiro in 1995, and St. Petersburg, Russia in 1996;
- holding business development roundtables for ARTBA members with transportation sector representatives from Latin American, Asian, and Central and Eastern European countries; and
- bringing delegations of foreign officials to on-site technology demonstrations at U.S. firms.

1010 Massachusetts Ave. NW
Washington, DC 20001
Tel: 202-289-4434
Fax: 202-289-4435
E-mail: artbadc@aol.com
www.artba-hq.org

WHY EXPORT?

Today's business challenge is competing in the global economy. Retail, wholesale, manufacturing, construction, and service firms in the U.S. can reap significant benefits from exporting. Ninety-five percent of the world's population and two-thirds of its total purchasing power are located outside the United States. World trade has grown at more than twice the rate of the U.S. economy since 1960. Further, according to the U.S. Department of Commerce, 60 percent of American firms now exporting successfully have fewer than 100 employees.

America's 22 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs. The concept of doing business overseas can be intimidating

to owners of small businesses. They often believe such an undertaking is beyond their reach, open only to larger companies.

Ninety-five percent of the world's population and 75 percent of its total purchasing power are located outside the United States.

Small Business Administration

If international trade has seemed off limits until now, it may be time to take a closer look. Doing business overseas allows you to broaden your marketing base, to increase production, reduce per-unit production costs, extend the life of your product. The result will be an increase in your profits. If growth is your goal, it's time to think of your market as global as well as domestic.

As the marketplace becomes increasingly global and the U.S. government works to overcome this country's trade imbalance by increasing federal

assistance programs, international opportunities for small businesses continue to grow. Exporting goods and services is no longer the complicated undertaking it once was, and there are countless organizations and other resources to which you can turn for information and help.

The information in this resource guide is designed to provide you with some of the vast resources available to help your company become positioned to begin exporting.

Is My Company “EXPORT-READY?”

Formulating a solid export strategy requires a critical examination of the capabilities and resources of your company. Several additional questions must also be considered, such as which countries to target and what strategy to use in addressing import barriers, what steps to take and when, what will be the time frame and the cost in both time and money.

OUTLOOK

Rapidly growing worldwide requirements for improved transportation infrastructure, particularly for bulk cargo and airline and rail passenger facilities, means expanding markets for engineering and construction companies and capital equipment manufacturers. According to the World Bank, during the decade 1995-2004, East Asia will need to invest between \$1.2 and \$1.5 trillion in overall infrastructure; of which approximately 20 percent will be for transportation infrastructure. During the same period, Latin America will require between \$600 and \$800 billion. The Financial Times recently claimed that Latin America needs at least a billion dollars a week to maintain and expand its electricity, water and sewerage systems, telephones, ports, airports, railways, and roads . . . \$14 billion annually for transportation.

MARKET

Construction is likely the world's largest industry, accounting for 10 percent or more of GDP in many countries. Construction includes engineering design and construction management services plus the equipment and materials used and products installed in projects. Local contractors perform most construction and much of it is for infrastructure projects. Transportation infrastructure: airports and aviation ground facilities;

railroads and rail transit systems; ports and intermodal cargo facilities; roads, bridges and tunnels; appears to amount to approximately 20 percent of overall construction. The value of total world construction is approaching \$3 trillion, including approximately \$570 billion in the United States. Of that, more than \$100 billion will be transportation infrastructure.

The world's largest 225 international contractors do not account for all or even most of international engineering and construction work but their business is indicative of trends in the industry. These companies reported \$325.6 billion in construction revenues for 1995; \$105 billion for work outside their domestic markets. Their major markets during the same year were Asia (including Japan), \$38 billion; Europe, \$32.5 billion; and the Middle East, \$10.2 billion. The rest of the world broke down as the U.S., \$10 billion, Latin America \$7.2 billion, Africa \$9.2 billion, and Canada \$2.2 billion. Transportation infrastructure revenues of the top international contractors for projects outside their home countries were 19.5 billion, 18.5 percent of the total for offshore work.

Construction is likely the world's largest industry, accounting for 10 percent or more of Gross Domestic Product in many countries.

PROJECT FINANCE

Financing is the major limiting factor for transportation infrastructure development and for American industry's participation in major overseas projects. Demand for transportation infrastructure improvements in developing countries, particularly in Asia, far exceeds public sector resources, including those likely to be made available through multilateral development banks (MDB's) and bilateral aid programs.

The Financial Times recently reported that Latin America needs at least \$14 billion in annual investments for transportation.

The private sector is playing an increasing role in transportation infrastructure. A growing trend throughout the world is privatization, i.e., construction and operation of traditional infrastructure facilities by private firms rather than government agencies. Build-Operate-Transfer (BOT) and Build-Own-Operate (BOO) arrangements are an increasing factor in infrastructure development throughout the world, from toll roads in California to toll roads in Guangdong Province.

The Bosphorus Bridges linking Europe and Asia-

Minor have been a BOT success story. The English Channel Tunnel, the world's largest completed transportation infrastructure project, is another BOT arrangement.

But most infrastructure projects do not involve revenue projections comparable to those offered by unique land crossings between England and France or between Europe and Asia. Infrastructure investments, public or private, involve heavy front end costs in exchange for long-term returns. They are often not profitable but involve what are deemed to be necessary public services. They usually require extended financing arrangements and public subsidies. Normal credit considerations channel private capital towards commercially attractive projects, leaving much basic infrastructure, particularly in poorer third world countries, to be financed by MDB's and bilateral aid programs.

U. S. DEPARTMENT OF COMMERCE

The U.S. Department of Commerce (USDOC) was established in 1903 to promote American businesses and trade. Its broad range of responsibilities include expanding U.S. exports, developing innovative technologies, gathering and disseminating statistical data, measuring economic growth, granting patents, promoting minority entrepreneurship, predicting the weather and monitoring stewardship. The (USDOC) promotes and expedites American exports, helps nurture business contacts abroad, protects U.S. firms from unfair foreign competition, and makes how-to-export information accessible to small and mid-sized companies throughout the nation so that market opportunities span the globe. The department's bureaus include:

INTERNATIONAL TRADE ADMINISTRATION (ITA)

ITA is dedicated to helping U.S. businesses compete in the global market place by: assisting U.S. exports, insuring that U.S. business has equal access to foreign markets, and enabling U.S. businesses to compete against unfairly traded imports. The four principal units of ITA are:

- **The Commercial Service**, business counseling to U.S. exporters;
- **Trade Development**, information for U.S. exporters, policy makers, and trade negotiators by industry sector specialists;
- **Market Access and Compliance**, country experts providing market analysis to business;
- **Import Administration**, safeguarding the U.S. economy from unfairly priced imports;
- **Export Trading Company Affairs**, promoting use of export companies

ECONOMICS AND STATISTICS ADMINISTRATION (ESA)

Much of the statistical, economic, and demographic information collected by the Federal Government is made available to the public through the bureaus and offices of the Department of Commerce that are known collectively as the Economics and Statistics Administration (ESA).

- **Bureau of Economic Analysis** -- BEA is the Nation's accountant, interpreting data to draw a complete picture of the U.S. economy. Economic accounts provide information on economic growth, regional development, and the Nation's position in the world economy. One of the more well known services under the BEA is STAT-USA, the one-stop internet source for business and economic data. STAT-USA is discussed in more detail in this guide.
- **STAT-USA**--The One-Stop Internet Source for Business and Economic Data, publishing the best business and economic information that the Federal Government has to offer. STAT-USA gathers crucial, timely information from over 50 Federal Agencies.

BUREAU OF EXPORT ADMINISTRATION (BXA)

BXA controls exports for national security, foreign policy, and short supply reasons; administers the Export Administration Act by developing export control policies, issuing export licenses, and prosecuting violators; enforces the EAA's antiboycott provisions.

INTERNATIONAL TRADE ADMINISTRATION

MISSION

- To encourage, assist, and advocate U.S. exports by implementing a National Export Strategy, focusing on the Big Emerging Markets, providing Industry and Country analysis for U.S. business, and supporting new-to-export and new-to-market businesses through strategically located U.S. Export Assistance Centers, 83 domestic Commercial Service Offices and 134 Overseas Offices and commercial centers in 69 countries;
- To ensure US business has equal access to foreign markets by advocating on behalf of U.S. exporters who are competing for major overseas contracts, and by implementing major trade agreements, such as the General Agreements on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), and the Japan “Framework;”
- To enable U.S. businesses to compete against unfairly traded imports and to safeguard jobs and the competitive strength of American industry by enforcing anti-dumping and countervailing duty laws and agreements that provide remedies for unfair trade practices.

“The International Trade Administration is dedicated to helping U.S. businesses compete in the global market place.”

Timothy J. Hauser, Acting Under Secretary for International Trade

The International Trade Administration (ITA) is composed of five units: the Commercial Service, Trade Development, Market Access and Compliance, Import Administration, and the Office of Export Trading and Company Affairs.

COMMERCIAL SERVICE

The Commercial Service, also known as the Foreign and Commercial Service (FCS), provides business counseling for U.S. exporters and promotes U.S. business interests abroad. The FCS works to increase the number of U.S. firms, particularly small and medium-sized firms, involved in international trade. Many FCS export promotion products are designed specifically for small- and medium-sized companies, including its Matchmaker program, which links U.S. firms with a worldwide network of agents and distributors to help U.S. business expand sales to markets around the globe. The FCS is discussed in more detail later in this guide.

TRADE DEVELOPMENT

This office monitors, analyzes, and provides information on hundreds of industries—from basic industries to new emerging high-technology industries. Through its Advocacy Center, Trade Development fights for an international level playing field. To counter the practices of foreign governments, the United States puts its full weight behind the efforts of U.S.

businesses, large and small, to compete effectively in international markets. Trade Development works with U.S. industries to develop and implement sectoral, market-opening missions throughout the world. The Trade Information Center (TIC) is housed in Trade Development and is a nerve center for information for small and mid-sized businesses.

MARKET ACCESS AND COMPLIANCE (MAC)

MAC provides U.S. businesses with country-by-country expertise regarding market access and compliance. MAC desk officers have expertise in nearly 200 countries and provide U.S. businesses, policy makers, and legislators with critical and in-depth information. MAC works to expand access to overseas markets for U.S. goods and services, increase U.S. exports, enhance worldwide protection of intellectual property rights and U.S. investment, and promote U.S. commercial policy. To remove international commercial barriers, MAC develops policy positions to benefit U.S. business interests in multilateral negotiations and bilateral consultations.

IMPORT ADMINISTRATION (IA)

The Import Administration works to safeguard American industries and jobs against unfair trade practices. IA enforces laws and agreements to prevent unfairly traded imports and to protect jobs and the competitive strength of American industry. Unfair foreign pricing and government subsidies distort the free flow of goods and adversely affect U.S. businesses in the global marketplace. The anti-dumping and countervailing duty laws, administered by IA, provide remedies for these unfair trade practices. IA assists domestic industries--especially small businesses--in deciding whether there is sufficient evidence to petition for anti-dumping and countervailing duty investigations. The IA also participates with the U.S. Trade Representative in negotiating fair and transparent international rules for anti-dumping and countervailing duty investigations. In addition, IA participates in negotiations to promote fair trade in specific sectors and implements the laws concerning foreign trade zones to enhance the international competitiveness of U.S. exporters.

EXPORT TRADING COMPANY AFFAIRS

The Office of Export Trading Company Affairs promotes the use of export trading companies and export management companies and offers information and counseling to businesses and trade associations regarding the U.S. export intermediary industry. The Office of Export Trading Company Affairs also administers the Export Trade Certificate of Review program, which provides exporters with an antitrust "insurance policy" intended to foster joint export activities where economies of scale and risk diversification are achieved.

THE COMMERCIAL SERVICE

The Commercial Service--also known as the U.S. Foreign and Commercial Service (FCS)--provides business counseling for American exporters and promotes U.S. business interests abroad. The Commercial Service works to increase the number of U.S. firms, particularly small and medium-sized firms, involved in international trade.

The Commercial Service is a global network located in more than 220 cities worldwide to assist U.S. exporters. Overseas, the FCS is present in 78 countries, which represent more than 95 percent of the world market for U.S. exports. In the U.S., the Commercial Service operates a network of 92 Export Assistance Centers, which offer companies a comprehensive range of export facilitation services in one location.

Many FCS export promotion products are designed specifically for small- and medium-sized companies, including its Matchmaker program, which links U.S. firms with a worldwide network of agents and distributors to help U.S. business expand sales to markets around the globe. FCS export assistance services include the following:

NATIONAL TRADE DATA BANK (NTDB)

The NTDB is a “one-stop” source of international trade data collected by federal agencies. It contains over 190,000 trade-related documents, including market research, reports, trade leads, trade contacts, statistical information, and country reports.

ELECTRONIC BULLETIN BOARD (EBB)

The EBB provides on-line trade leads, time-sensitive market information, and the latest statistical releases from a variety of federal agencies.

INDUSTRY SECTOR ANALYSIS (ISA)

ISA offers structured market research reports produced on location in leading overseas markets. Reports cover market size and outlook, characteristics, and competitive and end-user analysis for a selected industry in a particular country.

INTERNATIONAL MARKET INSIGHTS (IMI)

IMIs are short profiles of specific foreign market conditions or opportunities. These reports are prepared on-site in overseas markets and at multilateral development banks.

The FCS helps companies determine their export prospects thru: the Customized Market Analysis (CMA), Trade Opportunity Program (TOP), Agent/Distributor Service (ADS), and International Company Profile (ICP), and Commercial Service International Contacts (CSIC) and Country Directories of International Contacts (CDIC).

CUSTOMIZED MARKET ANALYSIS (CMA)

A CMA report assesses the market for a specific product or service in a foreign market. The research provides information on sales potential, competitors, distribution channels, pricing of comparable products, potential buyers, marketing venues, quotas, duties and regulations, and licensing or joint venture interest.

TRADE OPPORTUNITY PROGRAM (TOP)

The TOP provides sales leads from international firms seeking to buy or represent U.S. products or services. TOP leads are printed daily in commercial newspapers and distributed electronically via the Department of Commerce's EBB.

AGENT/DISTRIBUTOR SERVICE (ADS)

The ADS provides a customized overseas search for qualified agents, distributors, and representatives for U.S. firms. For each ADS, commercial officers abroad identify up to six foreign prospects that have examined the U.S. firms' product literature and expressed interest in representing the U.S. firm's products.

INTERNATIONAL COMPANY PROFILE (ICP)

The ICP portrays the reliability of prospective trading partners. Information provided in an ICP includes type of organization, year established, size, general reputation, territory covered, sales, product lines, principal owners, financial information, and trade references, with recommendation from on-site commercial officers as to their suitability as a trading partner.

COMMERCIAL SERVICE INTERNATIONAL CONTACTS (CSIC)

The CSIC provides contact and product information on over 70,000 firms abroad interested in U.S. products.

COUNTRY DIRECTORIES OF INTERNATIONAL CONTACTS (CDIC)

The CDIC provides the name and contact information for directories of importers, agents, trade associations, and government agencies on a country-by-country basis.

FCS services that help U.S. companies promote their products and services abroad include *Commercial News USA*, Gold Key Service, Matchmaker Trade Delegations, International Buyer Program (IBP), Multi-State/Catalog Exhibitions, and Trade Fair Certification. *Commercial News USA* is an export marketing magazine that promotes U.S. products and services worldwide.

GOLD KEY SERVICE

The Gold Key Service is a custom-tailored service that combines orientation briefings, market research, appointments with potential partners, interpreter service, and assistance in developing follow-up strategies.

MATCHMAKER TRADE DELEGATIONS

Matchmaker Trade Delegations “match” U.S. firms with prospective agents, distributors, and joint venture or licensing partners abroad. The Commercial service staff evaluate the marketing potential of U.S. firms’ products and services, find and screen contacts, and handle all event logistics.

INTERNATIONAL BUYER PROGRAM

The IBP supports selected leading U.S. trade shows in industries with high export potential. Department of Commerce offices abroad recruit foreign buyers and distributors to attend the U.S. shows while program staff helps exhibiting firms make contact with international visitors at the show.

MULTI-STATE/CATALOG EXHIBITIONS

Multi-State/Catalog Exhibitions showcase U.S. company product literature in fast growing markets within a geographic region.

TRADE FAIR CERTIFICATION

Trade Fair Certification supports major international industry trade shows providing high-profile promotion of U.S. products.

COUNTRY COMMERCIAL GUIDES

Country Commercial Guides present a comprehensive look at a particular country’s commercial environment including economic, political, and market analysis. Commercial specialists at U.S. embassies prepare the guides annually through a cooperative effort with several U.S. government agencies.

U.S. EXPORT ASSISTANCE CENTERS

The U.S. Export Assistance Centers (USEACs) provide, in a single location, hands-on export marketing and trade finance support for small and medium-sized companies. The USEACs are a joint effort of the U.S. Department of Commerce's Commercial Service, the Small Business Administration (SBA), the Export-Import Bank of the U.S. (Ex-Im), and at one site, the U.S. Agency for International Development.

PRIMARY FOCUS

The primary focus of the Export Assistance Centers is to assist export-ready clients, i.e. those with the commitment and resources to establish or expand export operations. EAC staff members provide one-on-one counseling to small and medium size export-ready businesses by evaluating the needs of clients and helping them develop customized international business strategies based on the clients' experience and commitment to exporting.

Specialists work directly with clients by providing customized services and guiding them to other appropriate resources to help them meet their export objectives. Counseling is also available through Commerce's District Export Councils (DECs) and SBA's Service Corp of Retired Executives (SCORE), and the Export Legal Assistance Network (ELAN).

TRADE FINANCE ASSISTANCE

Trade finance assistance is available for U.S. businesses interested in selling their goods and services abroad. EAC staff assist businesses in obtaining export credit insurance, pre-export financing through working capital loan guarantees, and medium and long-term goals and guarantees to overseas buyers. This allows small businesses to obtain needed capital through long-term, fixed-asset financing to establish or expand international markets. Guarantee programs that include short-term working capital loans and regular business loans are also available.

EAC trade specialists are trained in all federal export promotion programs. They can provide guidance on issues such as procurement opportunities and feasibility studies.

ADVOCACY CENTER

Exporting today means more than just selling a good product at a competitive price; it can also mean dealing with foreign governments and complex regulations. The Advocacy Center at the U.S. Department of Commerce puts the resources and authority of the U.S. government to help you resolve problems such as:

- Contracts pursued by foreign firms that receive assistance from their home governments to pressure a customer into a buying decision;
- Unfair treatment by government decision-makers, preventing a chance to compete;
- Tenders tied up in bureaucratic red tape, resulting in lost opportunities and unfair advantage to a competitor.

Since the Advocacy Center's opening in November 1993, it has advocated successfully for projects with a U.S. content of almost \$26 billion, supporting over 370,000 good jobs for U.S. workers.

The Advocacy Center is not "just another government agency." Rather, it is a unique, central coordination point marshalling the resources of 19 U.S. government agencies in the Trade Promotion Coordinating Committee (TPCC) to ensure that sales of U.S. products and services have the best possible chance abroad.

Advocacy assistance is wide and varied, but often involves companies that must deal with foreign governments or government-owned corporations in some way. Assistance can include a visit to a key foreign official by a high-ranking U.S. government official; direct support by U.S. officials (including Commerce and State Department officers) stationed at U.S. embassies; and coordinated action by U.S. government agencies to provide maximum assistance in a case. The Advocacy Center is at the core of the President's National Export Strategy, and its goal is to ensure opportunities for American companies.

The Advocacy Center experts work one-on-one with U.S. exporters - small and large - who need assistance. They coordinate efforts of all branches of the U. S. Government to provide advocacy support in response to requests from U. S. Companies.

TRADE INFORMATION CENTER

The Trade Information Center (TIC) provides comprehensive information on all federal government export assistance programs. Trade Specialists counsel small- to medium-sized U.S. companies that are new-to-export or new-to-market.

Options for becoming involved in exporting range from filling orders for domestic buyers such as export trading companies to exporting directly.

HELP WITH EXPORT CHALLENGES

TIC has a number of World Wide Web hyperlinks to help you find answers to frequently asked questions about exporting. New-to-Export firms can start here to find answers to the most commonly asked exporting questions and links to the most-used resources.

The TIC annually publishes *Export Programs Guide: A Business Guide to Federal Export Assistance*

VIEW EXPORT PROGRAMS: A BUSINESS GUIDE TO FEDERAL EXPORT ASSISTANCE

This guide provides contact information, Internet addresses, and program descriptions of the 20 federal agencies that help American companies develop their export potential.

TIC maintains a list of service providers that specialize in meeting the unconventional needs of U.S. exporters and learn about alternative trade finance options.

A calendar of overseas trade missions sponsored by the Department of Commerce is also maintained by TIC.

Trade Base is an on-line trade information sharing center where you can find:

- a listing of upcoming trade education events in your area
- a directory of trade finance sources
- a listing of useful export software to expedite your work
- news about what the International Trade Administration is doing to promote U.S. exports our list of best potential markets for U.S. exporters worldwide
- a database of trade related publications

The foreign trade offices database can help you find contact information for foreign embassies, consulates, and trade offices located in the United States.

The export promotion calendar has information about international trade events supported by one or more U.S. Government agencies.

The Trade Information Center, a division of the U.S. Department of Commerce's International Trade Administration, has compiled a list of alternative financing programs to inform U.S. businesses of all types of financial services available.

OFFICE OF ENERGY, INFRASTRUCTURE, AND MACHINERY

The Office of Energy, Infrastructure, and Machinery (OEIM) works to assist U.S. companies through a range of trade development initiatives. The Office continually tracks markets for U.S. goods and services by industry sectors and strives to promote these industries' products via numerous forums such as trade shows and U.S. embassy posts. OEIM trade specialists work directly with industry to help determine industry trade priorities, to locate possible barriers for trade, and to alert industry of future trade opportunities. OEIM, furthermore, works to ensure a level field of competition for U.S. businesses by acting as a conduit between industry and other government agencies and through advocacy.

OEIM helps U.S. firms compete for contracts to study, plan, design, construct and equip major foreign infrastructure and industrial projects overseas. It works with architectural, engineering and construction companies and with manufacturers of major components for infrastructure projects. Its project managers provide U.S. firms with information on project opportunities in the transportation, power, water, commercial and industrial infrastructure sectors. They support individual companies competing for projects, working closely with the other U.S. government agencies, including the Trade Development Administration and Export-Import bank along with America's diplomatic and consular posts worldwide.

MACHINERY DIVISION

The Machinery Division assists U.S. businesses in the export of production machinery and general components. Its analysts provide input on trade policy through the development of industry sector analysis and forecasts, and are actively involved in trade promotion programs. To further aid U.S. businesses competing abroad, the Division's trade specialists work closely with other Commerce offices, other government agencies, industry trade associations and individual companies in developing and expanding export markets.

INFRASTRUCTURE DIVISION

The Infrastructure Division helps U.S. firms compete for contracts to study, plan, design, construct and equip major foreign infrastructure and industrial projects overseas. The Division works with architectural, engineering and construction companies and with manufacturers of major components for infrastructure projects. Its project managers provide U.S. firms with information on project opportunities in the transportation, power, water, commercial and industrial infrastructure sectors. They support individual companies competing for projects, working closely with the other U.S. government agencies, including the Trade Development Administration and Ex-Im Bank along with America's diplomatic and consular posts worldwide. The Infrastructure Division assists American companies seeking business in connection with large-scale infrastructure projects around the world.

ECONOMICS AND STATISTICS ADMINISTRATION

Much of the statistical, economic, and demographic information collected by the Federal Government is made available to the public through the bureaus and offices of the Department of Commerce that are known collectively as the Economics and Statistics Administration (ESA).

STAT-USA

STAT-USA is the one-stop Internet source for business and economic data. STAT-USA, publishes the best business and economic information that the Federal government has to offer by gathering crucial, timely information from over 50 Federal agencies.

STAT-USA has several databases from which to obtain valuable information:

NATIONAL TRADE DATA BANK (NTDB)

The National Trade Data Bank is the U.S. Government's most comprehensive source of international trade data and export promotion information. Types of information on the NTDB include: international market research, export opportunities; indices of foreign and domestic companies, how to market guides, reports on demographic, political and socio-economic conditions for hundreds of countries, and more.

STAT-USA, publishes the best business and economic information that the Federal government has to offer by gathering crucial, timely information from over 50 Federal agencies.

ECONOMIC BULLETIN BOARD (EBB)

The Economic Bulletin board is a comprehensive source for government-sponsored economic releases and business leads. On the EBB, you can get economic news and business leads minutes after they are released, as well as in-depth analyses of markets, products, and economic trends.

GLOBAL BUSINESS PROCUREMENT OPPORTUNITIES®

GLOBUS® is an international procurement marketplace for U.S. businesses, providing billions of dollars in procurement opportunities from all over the world. Procurement solicitations range from small purchases to multi-million dollar contracts covering most sectors of the U.S. economy.

BUREAU OF ECONOMIC ANALYSIS (BEA) INFORMATION

The BEA contains a survey of current business issues and articles in Acrobat format, and detailed data files from BEA's national, regional, and international economic accounts. National income and product accounts (including GDP), personal income for states and local areas, the U.S. balance of payments and much more are included.

BUREAU OF EXPORT ADMINISTRATION

The Bureau of Export Administration (BXA) was established as a separate agency within the Department of Commerce to separate functions on export promotion and export controls as mandated by the Export Administration Act. The BXA enhances the defense industrial base and assists U.S. defense firms which have felt the impact of reduced defense spending. By controlling exports for national security, foreign policy, and short supply reasons, it enhances the nation's security and its economic prosperity. The BXA develops export control policies, issues export licenses, and prosecutes violators. Additionally, the BXA enforces the anti-boycott provisions. It also helps other countries develop export control systems comparable to ours and has assisted enterprises in the republics of the former Soviet Union in converting to civil production.

The BXA has two offices designed to focus on specific issues:

The Export Administration office oversees export licensing technology and policy analysis, economic security and nonproliferation issues, and foreign availability determinations. These activities are instrumental in reducing processing time for granting export licenses and in keeping the list of controlled technology consistent with current risks. This office also works with allies seeking stronger, more uniform ways of controlling strategic exports.

The Export Enforcement office investigates breaches of U.S. export control laws and analyzes export intelligence to assess diversion risks. In addition, this office administers and enforces the anti-boycott provisions. The BXA directs the Nation's export control policy.

U.S. SMALL BUSINESS ADMINISTRATION

The U.S. Small Business Administration (SBA) is an independent agency of the federal government designed to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise, to maintain and strengthen the overall economy of our nation, and to help the United States compete in global markets.

The SBA offers an extensive selection of information on most business management topics, from business start-up to exporting products. SBA offers training and educational programs, counseling services, financial programs and contract assistance.

SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)

A national organization sponsored by SBA of over 13,000 volunteer business executives who provide free counseling, workshops and seminars to prospective and existing small business people. SCORE matches volunteer business-management counselors with clients in need of expert advice. SCORE has experts in virtually every area of business management and maintains a national skills roster to help identify the best counselor for a particular client. Volunteer counselors, whose collective experience spans the full range of American enterprise, share their management and technical expertise with both present and prospective small business owners. Through in-depth counseling and training, SCORE volunteers help prospective and established business owners and managers.

SMALL BUSINESS DEVELOPMENT CENTERS (SBDC)

Sponsored by the SBA in partnership with state and local governments, the educational community and the private sector, the centers provide assistance, counseling and training to prospective and existing business people.

SMALL BUSINESS INSTITUTES (SBI)

Organized through SBA on more than 500 college campuses nationwide, the institutes provide counseling by students and faculty to small business clients.

EXPORT WORKING CAPITAL PROGRAM

Provides short-term, transaction-specific financing. The SBA guarantees up to \$750,000 or 90 percent of the loan amount, whichever is less. Exporters may use this program for pre-export financing of labor and materials, financing receivables generated from these sales and/or standby letters of credit used as performance bonds or payment guarantees to foreign buyers.

THE INTERNATIONAL TRADE LOAN PROGRAM

Helps small businesses that are engaged or are preparing to engage in international trade, as well as small businesses adversely affected by competition from imports. The SBA can guarantee up to \$1.25 million, less the amount of SBA's guaranteed portion of other loans outstanding, to the borrower under SBA's regular lending program.

U.S. TRADE AND DEVELOPMENT AGENCY

The U.S. Trade and Development Agency (TDA) is a small, independent federal agency. Its purpose is to create jobs for Americans by helping U.S. companies pursue overseas business opportunities. Through the funding of feasibility studies, orientation visits, specialized training grants, business workshops, and various forms of technical assistance, TDA enables American businesses to compete for infrastructure and industrial projects in middle-income and developing countries.

Since its inception in 1981, TDA has been associated with approximately \$7 billion in exports. In Fiscal Year 1996, TDA obligated \$43.5 million for U.S. firms in 39 targeted developing and middle-income countries in the following regions: Africa/Middle East; Asia/Pacific; Central and Eastern Europe; Latin America and the Caribbean; and the New Independent States (NIS).

TDA is primarily involved in these sectors: agriculture, energy, environment, health care, manufacturing, mining and minerals development, telecommunications, transportation, and water resources.

Through the Trade Promotion Coordinating Committee (TPCC), TDA works closely with the Department of Commerce, the Export-Import Bank, the Overseas Private Investment Corporation, and other export promotion agencies to advance U.S. business interests abroad. TDA learns of viable public and private sector project from the U.S. business community and from other government agencies, such as the Commerce Department's U.S. and Foreign Commercial Service and the State Department's economic officers. TDA also receives project information from the public and private sectors of foreign countries.

TDA only considers projects that have potential to mature into significant business opportunities for U.S. companies. To be considered for funding, projects must have the following characteristics:

- face strong competition from foreign companies that receive subsidies and other support from their governments;
- be a development priority of the country where the project is located and have the endorsement of the U.S. embassy in that nation;
- represent an opportunity for sales of U.S. goods or services that is many times greater than the cost of TDA assistance;
- and be likely to receive implementation financing, and have a procurement process open to U.S. firms.

TDA has two regular publications. The *TDA Biweekly*, which is available by subscription, provides U.S. suppliers and manufacturers with information on agency-supported projects. The *TDA Update* contains information on a variety of program activities.

U.S. DEPARTMENT OF STATE

The Department of State is the lead U.S. foreign affairs agency. It advances U.S. objectives and interests in shaping a freer, more secure, and more prosperous world through formulating, representing, and implementing the President's foreign policy. The Secretary of State, the ranking member of the Cabinet and fourth in line of presidential succession, is the President's principal advisor on foreign policy and the person chiefly responsible for U.S. representation abroad.

To a great extent the future of the U.S. is dependent on the relations with other countries, and those relations are conducted principally by the United States Foreign Service of the Department of State. Presently there are representatives at 164 Embassies, 12 missions, 1 U.S. Liaison office, 1 U.S. interests section, 66 consulates general, 14 consulates, 3 branch offices, and 45 consular agencies throughout the world which report to the State Department on the multitude of foreign developments that have a bearing on the welfare and security of the American people.

One of the State Department's objectives is to create new opportunities for American businesses overseas. A principle responsibility of the Department of State is to see that the interests of U.S. companies and workers receive fair treatment, and that inequitable barriers to competition are overcome. Accordingly, the doors to the Department of State and their Embassies around the world are open to U.S. business people seeking to share their ideas and to ask for help.

The Office of the Coordinator for Business Affairs helps ensure that U.S. business interests are considered in the foreign policy process, that American companies have opportunities to compete fairly for foreign business, and that international trade and investment disputes are resolved.

U.S. EXPORT-IMPORT BANK

The Export-Import (Ex-Im) Bank of the United States is an independent agency of the federal government which serves U.S. businesses by helping with the finance of exports. Most other industrialized nations have national export credit agencies. “Ex-Im” focuses on exports with a value above \$750,000.

While Ex-Im Bank is not a foreign aid or development agency, its programs often help U.S. exporters participate in development projects. Ex-Im Bank has co-financed projects with the U.S. Agency for International Development, the World Bank, and regional development banks.

Ex-Im Bank supports the sale of U.S. exports worldwide. In recent years, its focus has shifted to the emerging nations whose economies are growing at twice the rate of the industrial nations. Ex-Im Bank is best known for extending export credits. An export credit is a short term loan to an importer of an American product. Because American exporters want to be paid in U.S. dollars, the “Ex-Im” helps foreign buyers by cheaply lending them U.S. dollars. Export credit can be thought of as a dollar denominated line of credit for importers of American goods.

Export credits are important to U.S. businesses because it allows foreigners to buy more American products at a cheaper price. That is particularly important for U.S. companies when they are bidding against international companies for a contract.

Ex-Im Bank’s Mission

Ex-Im Bank’s mission is to create jobs through exports. It provides guarantees of working capital loans for U.S. exporters, and it guarantees the repayment of loans or makes loans to foreign purchasers of U.S. goods and services. Ex-Im Bank also provides credit insurance that protects U.S. exporters against the risks of non-payment by foreign buyers for political or commercial reasons. Ex-Im Bank does not compete with commercial lenders, but assumes the risks they cannot accept, with a reasonable assurance of repayment.

WHEN CAN EX-IM BANK HELP?

Ex-Im Bank helps provide a level playing field for U.S. exporters by countering the export credit subsidies of other governments. It also provides financing to creditworthy foreign buyers when private financing is unavailable. To qualify for Ex-Im Bank support, the product or service must have at least 50 percent U.S. content and must not affect the U.S. economy adversely.

Ex-Im Bank will finance the export of any type of good or service, including commodities, as long as they are not military-related (certain exceptions exist). Two of the Bank’s major goals are to increase the export of environmental goods and services which are in strong demand among the developing nations, and to expand the number of U.S. small businesses using Ex-Im Bank programs.

WHAT PROGRAMS DOES EX-IM BANK OFFER?

1. **Working Capital Guarantees** cover 90 percent of the principal and interest on commercial loans to creditworthy small and medium-sized companies that need funds to buy or produce U.S. goods or services for export. Exporters may apply for a Preliminary Commitment--a letter from Ex-Im Bank outlining the terms and conditions under which it will provide a guarantee--which can be used to obtain the best financing terms from a private lender. The lender also may apply directly for a final authorization. Guarantees may be for a single transaction or a revolving line of credit. Guaranteed loans generally have maturities of 12 months and are renewable. Certain lenders, experienced in the program, have been given delegated authority which enables them to commit Ex-Im Bank's guarantee.
2. **Export Credit Insurance** policies protect against both the political and commercial risks of a foreign buyer defaulting on payment. Policies may be obtained for single or repetitive export sales and for leases. Short-term policies generally cover 100 percent of the principal for political risks and 90-95 percent for commercial risks, as well as a specified amount of interest. They are used to support the sale of consumer goods, raw materials and spare parts on terms of up to 180 days, and bulk agricultural commodities, consumer durables and capital goods on terms of up to 360 days. Ex-Im Bank's credit insurance allows exporters to finance receivables more easily by assigning the proceeds of the policy to their lender.

Capital goods may be insured for up to five years, depending upon the contract value, under the medium-term policy which covers 100 percent of principal and interest on the financed portion.

3. **Guarantees** of commercial loans to foreign buyers of U.S. goods or services cover 100 percent of principal and interest against both political and commercial risks of nonpayment. Medium-term guarantees cover the sale of capital items such as trucks and construction equipment, scientific apparatus, food processing machinery, medical equipment, or project-related services--including architectural, industrial design, and engineering services. Long-term guarantees are available for major projects, large capital goods and/or project-related services. Ex-Im Bank's Credit Guarantee Facilities also can be used to extend medium-term credit to buyers of U.S. capital goods and services through banks in certain foreign markets.
4. **Direct Loans** provide foreign buyers with competitive, fixed-rate financing for their purchases from the United States.

Ex-Im Bank's loans, guarantees and medium-term insurance cover 85 percent of the contract price (100 percent of the financed portion). The foreign buyer is required to make a 15 percent cash payment. The fees charged by Ex-Im Bank for its programs are based on the risk assessment of the foreign buyer or guarantor, the buyer's country, and term of the credit. Ex-Im Bank's fees are highly competitive with those charged by the export credit agencies of other exporting countries.

Exporters can obtain an Ex-Im Bank Letter of Interest (LI) to assist in negotiations with a potential foreign buyer. The LI indicates the Bank's willingness to consider a financing offer if sale is completed. An LI can be issued within seven days of a request for financing and remains in effect for six months.

Ex-Im financing can be seen as "export credit insurance" for American exporters in case their buyers cannot pay. If something happens to their buyer (fluctuations in demand, natural disasters, war, bankruptcy, or other calamities which make them unable to pay), the U.S. company is assured full compensation from the "Ex-Im" Bank.

The projects which Ex-Im Bank can work with must meet criteria based on environmental impact, technical and financial feasibility. Ex-Im has 34 export assistance centers around the country. They can provide assistance pertaining to the items indicated above. In addition, Ex-Im has delegated authority to many local banks (approximately 55 banks) . This means that these local banks will follow Ex-Im procedures for providing financing.

OVERSEAS PRIVATE INVESTMENT CORPORATION

The Overseas Private Investment Corporation (OPIC) is an independent U.S. Government Agency that assists U.S. companies in investing in some 140 emerging economies around the world. A self-sustaining government corporation, with current reserves of \$2.6 billion, OPIC fosters our country's competitiveness, generates U.S. exports and creates American jobs.

OPIC's Mission

The Overseas Private Investment Corporation plays an important role in helping U.S. firms reach these expanding markets. Since beginning operation in 1971, OPIC has been the key U.S. government agency encouraging American private business investment in developing countries, newly emerging democracies and free market economies. Currently, OPIC programs are available for new and expanding business enterprises in some 140 countries and areas worldwide.

- OPIC assists American investors through four principal activities designed to promote overseas investment and reduce the associated risks:
- financing of businesses through loans and loan guaranties;
- supporting private investment funds which provide equity for U.S. companies investing in projects overseas;
- insuring investments against a broad range of political risks;
- engaging in outreach activities designed to inform the American business community of investment opportunities overseas.

OPIC assistance is available for new investments, privatizations, and for expansions and modernizations of existing plants sponsored by U.S. investors. Acquisitions of existing operations are eligible if the investor contributes additional capital for modernization and/or expansion. Investments by OPIC clients may take many forms including:

- conventional equity investments and loans;
- construction and service contracts;
- production sharing agreements;
- leases;
- various contractual arrangements such as consigned inventory, licensing, franchising, and technical assistance agreements; other special agreements that investors may devise.

World Bank

The World Bank was established with the goal to improve the quality of life and increase prosperity for people everywhere, especially the world's poorest. The first loans of the World Bank helped finance the reconstruction of the war-ravaged economies of western Europe and Japan after World War II. Today the Bank lends to the developing countries of Africa, Asia, Central Europe, Latin America, the Middle East and the former Soviet Union. Loans are provided to the governments of developing countries to finance investments and promote economic growth through infrastructure projects, economic reform packages and technical assistance.

Once a project has been identified as having a high priority and able to contribute significantly to the economic development of a country, it undergoes further intensive preparation and analysis by the borrower and the Bank to ensure that it is soundly designed, properly organized, and meets standards of economy and efficiency.

Contractors, suppliers and consultants should contact borrowing countries during the project identification stage to express an interest in supplying goods, works, or services for a specific project. They should obtain as much information as possible on what goods and services will be needed and when and on how to submit bids and proposals.

THE WORLD BANK GROUP

The World Bank Group is a multilateral lending agency consisting of four closely associated institutions: International Bank for Reconstruction and Development (IBRD), International Development Association (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA), and the International Centre for Settlement of Investment Disputes (ICSID).

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

The IBRD is the single largest provider of market based loans to middle income countries (annual per-capita income between \$1,506 and \$5,435). The IBRD provides financing mainly by borrowing on capital markets. The IBRD lends funds, most of which it raises through the sale of AAA-rated bonds in international capital markets, to those creditworthy developing countries. Interest rates on loans change every six months (current rate is about 6.5%) Loans generally have a 5-year grace period and must be repaid over 15 - 20 years. Loans are made only to governments, government agencies, or institutions that can obtain a guarantee from their government. The IBRD has a AAA bond rating and serves as a major catalyst for remobilizing similar financing, particularly from the private sector. In fiscal 1997, IFC approved financing of \$8.1 billion for 264 projects in 76 countries and regions. Projects approved had total investment costs of \$19.6 billion.

INTERNATIONAL DEVELOPMENT ASSOCIATION

The IDA, funded largely by contributions from its wealthier member countries, provides assistance on concessional terms to the poorest developing countries (with per capita income below a predetermined threshold). IDA credits are made only to governments.

The IDA charges no interest rate on loans, and loans are repaid over 35-40 years with a grace period of 10 years. In FY 1997, approved credits totaled \$4.6 billion for 100 projects.

TOGO ROAD TRANSPORT PROJECT

CREDIT AMOUNT:

US\$36.0 million

PROJECT DESCRIPTION:

This project will increase the competitiveness of the Togolese economy by lowering transport costs. It will focus on rehabilitating and maintaining existing road infrastructure, strengthening the management capacity of transport sector institutions and establishing institutional, fiscal, and regulatory frameworks to sustain the road network.

*Approved by the World Bank's Board
on September 11, 1997*

INTERNATIONAL FINANCE CORPORATION

The IFC promotes economic growth by lending directly to the private sector in developing countries. It invests in commercial enterprises by means of loans and equity financing in collaboration with other investors. This is the largest source of financing for the private sector in emerging markets. The IFC serves as a catalyst to other investors from the private sector. It works to develop capital markets and may take equity positions in companies to which it lends. In addition to funding, it provides financial, legal and technical advice to private enterprises. Unlike IBRD and IDA, the IFC does not require government guarantees of repayment. In fiscal 1997, IFC approved financing of \$8.1 billion for 264 projects in 76 countries and regions. Projects approved had total investment costs of \$19.6 billion.

MULTILATERAL INVESTMENT GUARANTEE AGENCY

The MIGA's purpose is to encourage foreign investment in developing countries by providing equity guarantees to foreign investors against loss caused by non-commercial risks. It also provides advisory services to developing member countries on means of improving their environment for foreign investment. The MIGA promotes private investment in developing countries. MIGA guarantees to protect investors from non-commercial risks, provides advisory services to help governments attract private investment, and disseminates information on investment opportunities (IPAnet). In fiscal 1996 MIGA executed 70 guarantee contracts in 25 countries totaling \$614 million. They also issued contracts facilitating total direct investment of \$6.6 billion.

INTERNATIONAL CENTRE FOR SETTLEMENT OF INVESTMENT DISPUTES

The ICSID provides conciliation and arbitration services for disputes between foreign investors and host governments. ICSID provides advisory services and conducts research and publishes documents about foreign investment law as well as the “ICSID Review -- Foreign Investments Law Journal.”

PUBLIC INFORMATION CENTER

The comprehensive source for Bank project-related documents available to the public, includes Economic & Sector Reports, Environmental Assessments, National Environment Action Plans, Operational Policies & Bank Procedures, Project Information Documents, Sector Policy Papers, Staff Appraisal Reports, Operations Evaluation Department Documents, IFC Documents, Trust Funds for the Environment Documents, and others.

OPPORTUNITIES FOR THE PRIVATE SECTOR

The World Bank holds monthly Business Briefings in Washington, D.C. Firms interested in expanding or developing international business opportunities in all types of manufacturing, civil works, and consulting can attend. Many contracts cover small items, either specialized pieces of equipment or a large number of low unit-value items or services. Therefore, all companies can profit from World Bank generated business.

HOW DOES AN INTERESTED COMPANY SUBMIT A BID?

When a firm learns that a procurement is about to occur, it should write to or have a representative or agent visit the borrower and ask to receive the bidding documents as soon as they are available.

PRODUCTS AND SERVICES

As part of its mission to support economic development and poverty alleviation in client countries, the World Bank Group provides a range of products and services that are of direct interest to firms doing business in the developing world:

- Project Financing Instruments
- Risk Management Services
- Financial Risk Management
- Financing for Small- and Medium-Size Enterprises
- Information Services
- Advisory Services
- Other Products and Programs
- Procurement Opportunities

THE INTER-AMERICAN DEVELOPMENT BANK

The Inter-American Development Bank (IDB), the oldest and largest regional multilateral development institution, was established in December of 1959 to help accelerate economic and social development in Latin America and the Caribbean.

The Bank is owned by its 46 member countries 28 of which are in the Western Hemisphere and 18 are in Europe, Asia and the Middle East. The Bank's headquarters are in Washington, D.C. In carrying out its mission the Bank has mobilized financing for projects that represent a total investment of \$206 billion. The Bank's annual lending has grown dramatically from the \$294 million in loans approved in 1961 to \$6.7 billion in 1996.

From 1961 to 1995, 33 percent of the lending for projects were for physical infrastructure, including energy, transportation and communications. For lending purposes, borrowing member countries are classified by the Bank by size and level of development.

The Bank's functions are to:

- promote the investment of public and private capital in the region
- use its own capital and to mobilize funds for high-priority economic and social projects
- encourage private investment that contributes to economic development and to supplement private investment whenever necessary
- provide technical cooperation for preparing, financing, and carrying out development plans

THE INTER-AMERICAN BANK GROUP

The IDB Group consists of three related institutions that play an important role in the development of Latin America and the Caribbean. Historically, the IDB has supported projects carried out by the public sector in the borrowing countries of the region. While many of these projects helped to create the environment so important for private sector activity, they did not involve direct lending to the private sector. However, the Bank has begun to work more directly with the private sector, to which end the Inter-American Investment Corporation (IIC), the Multilateral Investment Fund (MIF) and the Private Sector Department (PRI) at the Bank have been established.

INTER-AMERICAN INVESTMENT CORPORATION (IIC)

Activities of the IIC are directed to assist small and medium enterprises in the private sector of Latin America and the Caribbean. The IIC promotes private-sector development in its target market by making equity investments and providing term loans to projects for which traditional financing would otherwise not be available under similar terms. It also provides co-financing and advisory services. The IIC's lending activities differ from those of the Private Sector Department in that the IIC focuses on small and medium projects in all economic sectors as opposed to large scale infrastructure projects.

MULTILATERAL INVESTMENT FUND (MIF)

The MIF undertakes activities that promote broader private-sector investment in the economy. It is a development institution that makes grants for technical assistance and invests principally in the form of equity and quasi-equity, in intermediary institutions that support small enterprises. The MIF has a very specific mission to implement strategies that will encourage private sector activities, for which it has its own funding and management even though it is administered by the IDB. The MIF was established to accelerate the transition towards market economies and to help provide a business climate conducive to private investment.

PRIVATE SECTOR DEPARTMENT

As the private sector becomes more involved in areas previously held by the public sector (particularly in infrastructure) there is a need for long-term finance for private-sector operations. To help meet this need, in 1994 the IDB established the Private Sector Department, a specialized operational department within the Bank, to provide long-term financing and guarantees for private infrastructure projects in the region.

The Bank can lend directly to the private sector without government guarantees for infrastructure projects as a means to encourage other investors and lenders to participate in energy, transportation, water supply, waste management and telecommunications projects. The Bank's participation in a single project is limited to \$75 million or 25 percent of the project's total cost, whichever is lower. Though pricing follows commercial terms, these loans can have up to 20-year maturities.

Unlike IDB projects in the public sector, investors do not have to be from member countries of the Bank, although more than 50 percent of the shares must be held by investors from member countries. There is no requirement that there be majority ownership by local investors.

The main source of information about the upcoming procurement and business opportunities generated by the Bank's lending is the monthly magazine *IDB Projects*, which contains a listing of individual projects being considered for possible financing by the IDB (also known as the project "pipeline"). Paragraphs describing each of these proposed operations are broken out by country and by sector. By checking these listings, interested suppliers can track the progress of projects as they move through successive stages of preparation. In many cases the executing agency contacts provided in each of these short descriptions prove to be the single most important piece of information the Bank can provide, affording a chance for prospective bidders to learn about the context in which tenders will be carried out and allowing for marketing of products and/or technical expertise.

AMERICAN CONSULTING ENGINEERS COUNCIL

The American Consulting Engineers Council (ACEC) is the largest national organization of engineers engaged in the independent practice of consulting engineering. One of ACEC's primary goals is to achieve higher professional, business and economic standards, enabling members to provide better consulting engineering services in the interests of their clients.

America's consulting engineering firms are among the best in the world, designing some of the most technologically advanced infrastructure. Just as they strive to continually update and improve their engineering proficiency, these entrepreneurs must also cultivate their business practices skills to compete in domestic and international marketplaces. ACEC provides executives of private engineering firms the tools and educational opportunities to become better business owners and managers. ACEC also presents a strong, cohesive voice for the profession in national legislative and policy debates to help ensure that firms can compete fairly in an increasingly aggressive world market.

INTERNATIONAL AFFAIRS PROGRAM

ACEC recognizes that the U.S. economy has, and will continue to become, increasingly integrated with others over the next decade. Such interdependence, will undoubtedly foster greater competition in domestic and international markets and require that U.S. firms be properly equipped with the requisite technical and entrepreneurial skills to compete in a new, more dynamic, global economy. ACEC maintains a network of bi/multilateral relations with appropriate foreign industry organizations to coordinate policies and positions of the profession as they relate to worldwide procurement of consulting engineering services as well as to help foster partnerships and strategic alliances with foreign firms.

International Market Services include:

- **Global Matchmaker** - facilitates contacts between foreign firms looking for U.S. business partners;
- **Guidelines to International Business Practices** - information on business practices and market conditions in different region;
- **The International Directory** - company listings and profiles of technical capabilities and project experience of U.S. firms;
- **The Globe** - monthly International Affairs newsletter;
- **The Washington Network Service** - facilitates U.S. government and international agency contacts;
- **International Business Seminar Series** - practical international business applications.

ASSOCIATION OF AMERICAN CHAMBERS OF COMMERCE IN LATIN AMERICA

The Association of American Chambers of Commerce in Latin America (AACCLA) is the umbrella group for 23 American Chambers of Commerce in 21 Latin American/Caribbean nations. AACCLA advocates trade and investment between the United States and the countries of the region through free trade, free markets, and free enterprise. AACCLA is composed of over 16,600 company and individual members. These members manage the bulk of U.S. investment in the region.

There are 23 AmChams in 21 Latin nations: Argentina, Bolivia, Brazil-Rio de Janeiro, Brazil-Sao Paulo, Chile, Columbia, Costa Rica, Dominican Republic, Ecuador-Guayaquil, Ecuador-Quito, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Trinidad & Tobago, Uruguay, and Venezuela.

The AACCLA Secretariat, located in Washington, D.C., works to alert business of the growing opportunities in Latin America through:

- Contacts in Latin America through the AmChams;
- Seminars on business opportunities in the region;
- AmCham publications available in the U.S. Chamber of Commerce;
- Publications, such as AACCLA's Survey of Foreign Investment Climate in Member Countries, which provides analysis of the economic and investment climate throughout the hemisphere.

CONSTRUCTION INDUSTRY MANUFACTURERS ASSOCIATION

The Construction Industry Manufacturers Association - CIMA - is the U.S.-based international trade group serving the business needs of construction equipment manufacturers and construction-services providers. CIMA provides domestic and international business opportunities, marketing support, legislative and regulatory input, and product-specific and industrywide strategies and services to nearly 500 member companies.

The Association is also the producer of the CONEXPO®exposition - the premier trade show in the Western Hemisphere for contractors - and has joined with the producers of the CON/AGG®show - targeted to material producers - to establish the CONEXPO-CON/AGG®show for the construction, aggregates and ready mixed concrete industries.

Faced with an accelerating rate of change in the 1990s, CIMA has shifted its focus from not only responding and reacting to the needs of its member manufacturers, but also taking a more proactive stance. CIMA is now in the process of upgrading its existing services and developing new ones to better anticipate the needs of its member companies and lead their thinking in profitable new directions. For many construction equipment manufacturers, CIMA now plays a growing role as a valuable extension of their businesses.

The make-up of CIMA's membership reflects the diversity and evolution of today's construction marketplace. CIMA member companies manufacture a wide variety of construction equipment, from large earthmovers to small hand-held, portable and walk-behind machinery - designed to handle a myriad of specialized job-site tasks.

INTERNATIONAL & EXPORTS

To help CIMA members cost-effectively grow their export sales, CIMA conducts several U.S. Pavilions at major overseas trade shows. These Pavilions offer a centralized exhibit presence and turnkey exhibitor booths, making it easy for members to participate in them. For more information, please see the exposition services area of CIMAnet. CIMA also offers a wide variety of additional services:

- **Overseas Trade Missions**--establish relationships with key government officials, large contractors, distributors, material producers and other key sales influencers;
- **International Distributor Database**--locate distributors and target markets worldwide;
- **CIMA Export Letter**--timely international marketing data and resources;
- **Export Trade Certificate**--allows members to pursue overseas business with immunity from Federal and State antitrust laws;
- **Export Leads Referral Service**--acts as a clearinghouse for information on equipment leads;
- **International Council**--information on worldwide trade issues and markets.

HIGHWAY INNOVATIVE TECHNOLOGY EVALUATION CENTER

The Highway Innovative Technology Evaluation Center (HITEC) is a service center of the Civil Engineering Research Foundation (CERF). CERF is an independent, non-profit organization created by the American Society of Civil Engineers (ASCE) and its headquartered in Washington, DC. CERF began operations in 1989 to bring together diverse groups within the civil engineering community to “facilitate, integrate, and coordinate” common solutions to complex research challenges facing our nation and the civil engineering profession. CERF works with industry to expedite the transfer of innovative research results into practice.

Underlying the vision to establish HITEC was the knowledge that the present system for introducing innovative technologies into the highway market is laden with institutional, technical and philosophical barriers. These barriers are formidable obstacles to improving the performance and cost effectiveness of our nation’s highways and bridges.

HITEC was established in 1992 to work toward overcoming these barriers to innovation. Recognizing that many are well beyond HITEC’s sphere of influence, emphasis will be placed on overcoming the public official’s reluctance to use innovative technologies for lack of credible performance evaluations. Simultaneously, HITEC’s efforts are intended to address the private innovator’s concerns of having to repeat the full process of proving his product’s performance innumerable times as he markets products to different agencies around the country.

To assist in this effort, HITEC has established a close working relationship with the American Association of State and Highway Transportation Officials (AASHTO), the National Association of County Engineers (NACE), the American Public Works Association (APWA), the Transportation Research Board (TRB), and the Federal Highway Administration (FHWA). These relationships ensure coordination of activities.

HITEC coordinates and facilitates the conduct of national consensus-based evaluations using members of the public highway agencies and other organizations to develop and oversee the execution of a comprehensive plan. HITEC is structured to evaluate almost any product for use within the highway system. This evaluation process puts products that defy classification under existing standards on the fast track to market in the United States. As a product is proven domestically, this accelerates its introduction internationally.

HITEC benefits the innovation introduction system by:

- Advancing the acceptance and use of innovative technologies in the highway and bridge marketplace;
- Reducing the time and expense for market introduction;
- Enhancing private industry incentives to invest in highway research and development.

INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA

ITS America (formerly IVHS AMERICA) is the only Congressionally-mandated, national public/private organization established to coordinate the development and deployment of ITS in the United States. The ITS mission is to foster public/private partnerships that will increase the safety and efficiency of surface transportation through the accelerated development and deployment of advanced transportation systems. ITS America's members include federal, state, local and foreign government agencies; national and international corporations involved in the development of ITS; universities, independent research organizations, public interest groups, and other organizations with an abiding interest in solving the nation's transportation problems through the use of ITS technology.

As a utilized Federal Advisory Committee to the U.S. Department of Transportation, ITS America and its members participate at the very highest level of the national program and play a primary role in defining strategies for the deployment of ITS technology.

THE ITS APPROACH

ITS is comprised of a number of technologies, including information processing, communications, control, and electronics. Joining these technologies to the transportation system will save lives, time, and money. The future of ITS is promising. Real systems, products and services are already at work throughout the country. Still, the wide-scale development and deployment of these technologies represents a true revolution in the way we, as a nation, think about transportation.

Working through an organizational structure representative of both public and private interests, ITS America members participate in a number of technical committees each charged with the responsibility of planning the development and deployment of a particular family of technology applications. Other committees deal with the many cross-cutting challenges facing the successful deployment of ITS, such as standards setting, safety, legal, and institutional issues.

The development and deployment of ITS has only increased the importance of the transportation issue. Until recently, surface transportation was largely the domain of construction companies and the large automobile manufacturers. The development of ITS, however, has turned the providers of advanced technologies, products, and services into important players in the industry. The opportunities many of these non-traditional transportation companies have already realized will secure the continued contribution of both public- and private-sector investment in transportation and guarantee a steady flow of new developments to increase safety and efficiency.

INTERNATIONAL ROAD FEDERATION

The International Road Federation (IRF) is a non-profit, non-political service organization. Its original purpose and continuing objective is to encourage better road and transportation systems worldwide and to assist in the application of technology and management practices that will produce maximum economic and social return from national road investments. Founded in 1948, IRF is composed of member national and regional associations and companies around the world. Over 639 companies, associations, and governments are sustaining members of IRF. The organization has offices in Washington, D.C. and Geneva, Switzerland.

The IRF's mission is:

- Promoting road development as a key factor in economic and social growth;
- Providing governments and financial institutions with professional ideas and expertise;
- Putting members in touch with each other to facilitate business exchange;
- Establishing links between IRF members and various external institutions and agencies;
- Providing support for national road federations;
- Giving information to professional groups that build road infrastructure.

The IRF carries out its mission by

- Working to position the “road” and maintain its image;
- Developing trans-national road projects, i.e. EUROVIA, Silk Roads;
- Offering fellowships to support international road-related education;
- Representing road interests at international levels, i.e. World Bank, EU, UN, OECD, Council of Europe;
- Providing training through Executive Conferences and videotape programs;
- Providing technical advice, research and statistics to international bodies;
- Working to create uniform road infrastructure standards;
- Providing road-related information and publications;
- Organizing road transport and infrastructure meetings, seminars and symposia.

ISO 9000

INTERNATIONAL STANDARDS FOR QUALITY ASSURANCE

The International Standards Organization (ISO) 9000 is the name of a family of international standards which defines a Quality Assurance System. It is a non-prescriptive standard that mandates that a company define appropriate quality standards, document its processes and prove that it consistently adheres to both. ISO 9000 does not specify how a firm's Quality Assurance processes must occur.

It requires that a basic quality system be in place to assure customers that suppliers have the capabilities and systems to provide quality products and services. ISO 9000 provides a foundation for continuous improvement. Documenting the quality system clarifies how the company really works, enables critical process measurements, and facilitates process improvement and increased customer satisfaction.

The elements that make up ISO 9000 certification include:

- An effective quality system
- Valid measurements and properly calibrated test equipment
- Appropriate statistical techniques
- A method for identifying and tracing products, including adequate record-keeping
- An adequate process for handling, storing, packaging and delivering products
- Adequate processes for inspecting, testing and dealing with nonconforming items
- An internal audit system, including concrete evidence of compliance
- Adequate training and experience among employees

At present, ISO 9000 has been adopted as a national standard in nearly 100 countries. Products or services purchased from an ISO 9000 registered company guarantee that consistent quality standards have been met.

ISO 9001 is the most comprehensive of the standards, because it covers product or service design and development, manufacturing, installation and customer service. ISO 9002 covers all of ISO 9001, with the exception of design and development.

WHY IMPLEMENT THE ISO 9000 STANDARD?

A company's compliance with ISO 9001 ensures optimal Quality Assurance, which leads to lower costs, greater customer satisfaction and higher profits.

ISO 9000 registration certifies to customers that consistent quality standards are met and superior products and services result. More and more countries and companies require their suppliers to become registered. Because of this, companies which achieved ISO 9000 registration early find that demand for their products and services has increased both domestically and internationally. Dun and Bradstreet now collects and reports ISO 9000 registration status.

ISO 9000 registration is now required in the European community for 35 product categories. New required categories are added continually. Japan has also adopted ISO 9000 registration requirements for companies wishing to market their products or services in Japan. The United States Department of Defense, which has always enforced quality standards from its suppliers, is switching to ISO 9000 as well.

WORLD TRADE CENTERS ASSOCIATION

The World Trade Centers Association(WTCA) is an organization that stands outside of politics across national boundaries, in service to those who develop and facilitate international trade. The WTCA was established in 1970 to facilitate international trade by bringing together exporters, importers and those who service these businesses. The number of World Trade Centers is growing with every year. Today there are over 300 centers in nearly 100 countries. There are more than 500,000 companies affiliated with the World Trade Centers.

World Trade Centers are promoted by individuals, companies, cities, chambers of commerce, port authorities and other entities interested in international trade. World Trade Centers are dedicated to sharing their knowledge and experience by creating a unique information and promotion network.

A World Trade Center brings together businesses and government agencies involved in foreign trade. It is a one-stop trade information hub where an international business person is offered the full range of services. The World Trade Centers membership opens doors to more that 500,000 companies and individuals engaged in international trade.

INTERNET RESOURCES

RESOURCE GUIDE WEBSITES

- **Federal Highway Administration International Programs** www.international.fhwa.dot.gov
- **American Road & Transportation Builders Association** www.artba-hq.org
- **U.S. Department of Commerce** www.doc.gov/bureaus
 - International Trade Administration** www.ita.doc.gov
 - Country Commercial Guides** www.ita.doc.gov/uscs/ccglist.html
 - Bureau of Export Administration** www.bxa.doc.gov
 - Bureau of Economic Analysis** www.bea.doc.gov
 - Economics and Statistics Administration/STAT-USA** www.stat-usa.gov
 - U.S. Foreign & Commercial Service** www.ita.doc.gov/uscs
 - Advocacy Center** www.ita.doc.gov/advocacy
 - Trade Information Center** www.ita.doc.gov/tic
 - Office of Energy, Infrastructure, and Machinery** www.ita.doc.gov/oeim
- **U.S. Small Business Administration** www.sba.gov
- **U.S. Trade and Development Agency** www.tda.gov
- **U.S. Department of State** www.state.gov
- **U.S. Export - Import Bank** www.exim.gov
- **Overseas Private Investment Corporation** www.opic.gov
- **World Bank** www.worldbank.org

- **Inter-American Development Bank** www.iadb.org
- **American Consulting Engineers Council** www.acec.org
- **Association of American Chambers of Commerce of Latin America** www.uschamber.org
- **Construction Industry Manufacturers Association** www.cimanet.com
- **Highway Innovative Technology Evaluation Center** www.cenet.org/hitec
- **Intelligent Transportation Society of America** www.itsa.org
- **International Road Federation** www.irfnet.org
- **ISO 9000 International Standards for Quality Assurance** www.iso.ch/9000e/9000e.htm
- **World Trade Centers Association** www.wtca.org

OTHER WEBSITES OF INTEREST

>>

OTHER WEBSITES OF INTEREST

- **APEC Center for Technology Exchange and Training for Small & Medium Enterprises** www.actetsme.org
- **ATLS -Trade Lead Opportunities** [caticsuf.csufresno.edu:
70/1/atls/leads](http://caticsuf.csufresno.edu:70/1/atls/leads)
- **Argentina-Ministry of Economy & Public Works & Services** www.mecon.ar
- **Asia Business Connection** asiabiz.com
- **The Asian Development Bank** www.asiandevbank.org
- **Austrade - Australian Trade Commission** www.austrade.gov.au
- **African Development Bank Group** www.africandevbank.com
- **Business Information Service for the Newly Independent States** www.itaiep.doc.gov/bisnis/bisnis.html
- **Brazilian Business Directory** www.brazilbiz.com.br/english/
- **Central & Eastern Europe Business Information Center** [www.itaiep.doc.gov/eebic/
ceebic.html](http://www.itaiep.doc.gov/eebic/ceebic.html)
- **Bureau of Census: Foreign Trade Division** [www.census.gov/ftp/pub/
foreign-trade/www/](http://www.census.gov/ftp/pub/foreign-trade/www/)
- **Chilnet** www.chilnet.cl/
- **Currency converter -Foreign Exchange Rates** [www.dna.lth.se/
cgi-bin/kurt/rates](http://www.dna.lth.se/cgi-bin/kurt/rates)
- **Dun & Bradstreet's 6 Tips on how to export successfully** [www.dbisna.com/dbis/
dnbhome.htm](http://www.dbisna.com/dbis/dnbhome.htm)
- **Electronic Embassy Program** www.embassy.org
- **European Bank for Reconstruction and Development** www.ebrd.com
- **Fed World Home Page** www.fedworld.gov

- **Foreign Languages for Travelers** www.travlang.com/languages
- **Foreign Trade Information System -SICE** www.sice.oas.org
- **Holt's Stock Market Report** metro.turnpike.net/holt
- **IBCC Chambers - The Global Network of Commerce & Industry** www.worldchambers.com/cf/chambers.cfm
- **Indian Business Directory** www.webindia.com/india.html
- **International Trade Books** www.census.gov/foreign-trade/www/index.html
- **International Trade Information System** galaxy.einet.net/hytelnet/OTH150.html
- **Japan Ministry of International Trade & Industry** www.miti.go.jp/index-e.html
- **National Association of Export Companies** www.imex.com/nexco/nexcohom.html
- **The Organization for Economic Cooperation and Development** www.oecd.org
- **The Pacific Economic Cooperation Council** www.pecc.net
- **Thomas Register Home Page** www.thomasregister.com
- **United States Agency for International Development (USAID)** www.info.usaid.gov
- **United States Council for International Business** www.imex.com/uscib
- **UN Trade Related Organizations -ITLP** itl.irv.uit.no/trade_law/organizations/un.html
- **The U.S. International Trade Commission** www.usitc.gov
- **The World Trade Organization** www.wto.org