

Chapter 6

Special Market Access and Technical Assistance



Advocacy Center/ITA/U.S. Department of Commerce

For U.S. companies bidding on foreign government procurement contracts, exporting means more than just selling a good product at a competitive price. It also means dealing with foreign governments and complex rules. If the bidding process for a contract is not open and transparent or is tilted in favor of foreign competition, then contact the Advocacy Center. The Advocacy Center coordinates the actions of 19 U.S. government agencies to level the playing field overseas for U.S. exporters and to ensure that sales of U.S. products and services have the best possible prospects abroad. The Advocacy Center works with businesses of every size, providing assistance that may include visits to key foreign officials by high-ranking U.S. officials, direct support from U.S. officials stationed overseas, letters to foreign decision-makers, and coordinated action by U.S. government agencies.

Contact: For more information, call (202) 482-3896; fax (202) 482-3508; home page: www.trade.gov/td/advocacy.

Market Access and Compliance (MAC)/ITA/U.S. Department of Commerce

The MAC unit works to open foreign markets for American goods and services, country by country and region by region, by working with U.S. exporters to overcome foreign trade barriers and develop strategies to level the playing field. MAC specialists maintain in-depth knowledge of the trade policies and practices of our trading partners. Working hand-in-hand with U.S. business, trade associations, and other U.S. government offices, MAC country and regional experts develop information needed to conduct trade negotiations, monitor foreign country compliance with trade agreements, and ensure that U.S. firms know how to use market opening agreements.

Contact: For appropriate contacts in MAC offices, call 1-800-USA-TRAD(E) (1-800-872-8723); home page: www.mac.doc.gov.

Trade Compliance Center (TCC)/ITA/U.S. Department of Commerce

The TCC ensures vigorous enforcement of existing U.S. international trade agreements. The TCC is a one-stop shop for U.S. businesses and industries concerned with foreign compliance with trade obligations, standards of behavior, or related problems with exporting. The TCC monitors, investigates, and evaluates foreign compliance with multilateral and bilateral trade agreements.

The TCC has the U.S. government's only comprehensive, free, and searchable Internet database of trade agreements and market-specific export information. This Web site assists new and experienced exporters in understanding their rights and their trading partners' obligations, as found in over 300 trade agreements (including the World Trade Organization agreements and NAFTA). The Web site also provides direct access to the TCC through its "trade complaint hotline." One e-mail or fax to the TCC connects you to U.S. government trade policy assistance in resolving market access and trade agreement-related difficulties.

Contact: Trade Compliance Center, (202) 482-1191, fax (202) 482-6097; home page: www.export.gov/tcc.

ATA Carnet/U.S. Customs Service/U.S. Department of the Treasury

The ATA Carnet is a special international customs document that may be used for temporary imports/exports, particularly professional equipment and commercial samples that are sent out of the country for less than one year. The carnet is issued in lieu of the usual customs documents and eliminates value-added taxes, duties, and temporary import bonds. Sixty-three participating countries accept the carnet as a guarantee against the payment of customs duties.

Contact: 1-800-CARNETS, 1-800-5DUTYFREE; Dennis Sequeira, International Organizations and Agreements Division, (202) 927-1480; fax (202) 927-6897; e-mail: atacarnet@uscib.org; home page: www.uscib.org.

Export Trade Certificate of Review Program/ITA/U.S. Department of Commerce

Under this program, U.S. firms can team up to gain economies of scale and share export costs and risks. The Certificate of Review offers antitrust pre-clearance on virtually any export activity, including joint negotiation with providers of export services; agreements to avoid rivalry in export markets; joint bidding; coordination of export prices; and cost sharing on developing or expanding new export markets. This program provides firms with virtual immunity from antitrust liability at state and federal levels, and significantly reduces their antitrust exposure at the private level.

Contact: Office of Export Trading Company Affairs, (202) 482-5131; home page: www.ita.doc.gov/oetca. To locate prospective U.S. export partners and export service firms, log on to www.myexports.com.

Office of the United States Trade Representative (USTR)

USTR staff can provide information to exporters confronted with problems involving the implementation of international trade agreements. Offices are organized according to sectoral, functional, and geographic responsibilities.

Contact: James Murphy, Agricultural Affairs, (202) 395-6127; Florizelle Liser, Office of Industry, (202) 395-5656; Joseph Papovich, Services, Investment, and Intellectual Property Rights, (202) 395-4510; David Spooner, Office of Textiles, (202) 395-3026; Daniel Brinza, Monitoring and Enforcement, (202) 395-3582; fax for all offices (202) 395-3911; home page: www.ustr.gov.



Section 301 Relief/Office of the General Counsel/Office of the United States Trade Representative (USTR)

The USTR is responsible for administering trade cases that provide relief from unfair trade practices under Section 301 of the Trade Act of 1974. Individual exporters should contact the USTR concerning procedures for filing a complaint and defending U.S. interests and rights through the dispute settlement procedures of the World Trade Organization.

Contact: Daniel Brinza, assistant U.S. trade representative for monitoring and enforcement, (202) 395-3582; William Busis, chairman, Section 301 Committee, (202) 395-3150; fax (202) 395-3639.

National Center for Standards and Certification Information/National Institute of Standards and Technology (NIST) Technology Administration/U.S. Department of Commerce

The center provides information about foreign standards, technical regulations, and certification requirements. In addition, the center operates a service called Export Alert!, which enables interested parties to receive automatic e-mail notifications of drafts of (or changes to) foreign regulations for a specific industry sector and/or country. The NIST also assists U.S. exporters in identifying EU standards and directives for products to be marketed to the European Union. Information is provided on draft standards of the European Committee for Standardization and the European Committee for Electrotechnical Standardization.

Contact: National Center for Standards and Certification Information, (301) 975-4040; fax (301) 926-1559; e-mail: ncsci@nist.gov; home page: www.ts.nist.gov/ncsci. Individuals may register for Export Alert! at <http://ts.nist.gov/ts/htdocs/210/ncsci/export-alert.htm>.

Laws and Metric Group/National Institute of Standards and Technology (NIST)/Technology Administration/U.S. Department of Commerce

The Laws and Metric group provides guidance related to packaging and labeling requirements, net content requirements, and the use of the metric system of measurement with the goal to make U.S. packaged goods more competitive in the export market. The Group also furnishes sources of information on metric standards and requirements in export markets.

Contact: Kenneth S. Butcher, Group Leader, Laws and Metric Group, (301) 975-4859; fax (301) 948-1416; e-mail: metric_prg@nist.gov, home page: www.nist.gov/metric.



Bureau of Economic and Business Affairs/U.S. Department of State

The Bureau of Economic and Business Affairs integrates high-level economic expertise-in areas such as international trade policy, finance, telecommunications and information technology, energy and sanctions, international transportation issues, agriculture, and intellectual property rights-with up-to-date information about economic and other developments around the world to advance U.S. interests. The **Office of Commercial and Business Affairs** works directly with U.S. business representatives to help them tap into the worldwide resources of the State Department. It also champions U.S. business interests overseas with advocacy, troubleshooting, and market access support, and engages business leaders on strategic international issues that affect them.

Contact: Office of Commercial and Business Affairs, (202) 647-1625; fax (202) 647-3953; home page: www.state.gov/www/about_state/business. Bureau of Economic and Business Affairs home page: www.state.gov/www/issues/economic/index.html.

Office of Small and Disadvantaged Business Utilization/Minority Resource Center (OSDBU/MRC)/U.S. Agency for International Development (USAID)

U.S. small businesses and disadvantaged enterprises (including women-owned small businesses) have an advocate that ensures their consideration as sources for the procurement of goods and services financed through USAID sustainable development activities. The Office of Small and Disadvantaged Business Utilization maintains the USAID Consultant Registry Information System and publishes *The Guide to Doing Business with the Agency for International Development*.

Contact: Marilyn Marton, Office of Small and Disadvantaged Business Utilization, (202) 712-1500; fax (202) 216-3056; home page: www.usaid.gov/procurement_bus_opp/osdbu.

Management and Technical Assistance/Office of Minority Enterprise Development/Small Business Administration (SBA)

Through the Management and Technical Assistance Program, the SBA contracts for the services of professional management firms and others to provide help to 8(a) and other eligible firms in the areas of accounting, marketing, proposal preparation, and industry-specific issues.

Contact: Additional information may be obtained from a business opportunity specialist in the SBA's district offices. For the phone and fax numbers of your nearest SBA district office, call 1-800-U-ASK-SBA (1-800-827-5722); home page: www.sba.gov/8abd.





Overseas Security Advisory Council (OSAC)/U.S. Department of State

The OSAC is a joint venture between the State Department and the U.S. private sector to interact on overseas security problems, such as political unrest, crime, terrorism, and the protection of information. The OSAC develops efficient and cost-effective security information and communication, which is available to U.S. businesses with overseas interests. The Web site provides comprehensive and timely security-related and country-specific information. The OSAC establishes a continuing liaison between security officials in both private and public sectors, provides for regular exchanges of information on developments in protective security, and recommends methods for planning and implementation of security programs abroad and to protect the competitiveness of American businesses operating worldwide. The OSAC also works closely with U.S. embassies and consulates to expedite contacts between U.S. business representatives and State Department security officers.

Contact: OSAC, (202) 663-0533; fax (202) 663-0868; e-mail: osac@dsmail.state.gov; home page: www.ds-osac.org.

Business Briefings, Conferences, and Technical Symposia/U.S. Trade and Development Agency (TDA)

The TDA sponsors a variety of briefings and conferences designed to help U.S. firms learn about business opportunities related to major projects in developing and middle-income countries. The TDA identifies a group of projects in a country, region, or sector and engages project sponsors to conduct project briefings and meet one-on-one with U.S. companies. An international finance panel is included at most of these events. At major conferences, participants receive project resource guides, detailing each of the featured projects, complete with contact information, timelines for project implementation, and procurement lists.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; e-mail: info@tda.gov; home page: www.tda.gov.

