

Export Mississippi

A Newsletter of the U.S. Export Assistance Center-Jackson, MS



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MISSISSIPPI-A STUDY DESTINATION FOR INTERNATIONAL STUDENTS

In an effort to support the U.S.'s fifth largest service export-education, the Mississippi U.S. Export Assistance Center (MS-USEAC) recently developed a proposal to join and support the U.S. and Foreign Commercial Service's International Education Consortia Program. Joining the consortium enables the state of Mississippi to connect with a growing number of consortia throughout the U.S. that have taken steps to market their states as higher education destinations in an endeavor to attract more international students. Known for its rich history, warm climate, friendly citizens, and southern hospitality, Mississippi has rising potential to become one of the primary study abroad destinations and higher education providers for international students in the United States.



Consortium Goals

The primary goal of the consortium is to combine Mississippi's educational resources and market them internationally, which facilitates greater access to government assistance, both state and federal, as well as to private funding and in kind contributions. Although each state consortium's work will vary, past activities among consortia have included, hosting EducationUSA advisers for tours of selected campuses, disseminating brochures, developing Websites, and conducting joint recruiting trips. The U.S. Department of Commerce has taken the liberty of purchasing domain names for all 50 states and Washington D.C. - Study (State).us, to be transferred over as appropriate. Additional resources include ThinkEducationUSA.com. This new multimedia website allows international students to search for a U.S. college or university that meets their academic and career goals -and provides resources about living and studying in the United States.

To learn how to become a member of the consortium, please contact Carol Moore at (601) 373-0773 or Carol.Moore@mail.doc.gov. Website: www.buyusa.gov/jackson.

NEW! CONTEST TO NAME STUDYMISSISSIPPI'S SLOGAN (SUBMISSION DEADLINE: JULY 30, 2010)

The MS USEAC, in collaboration with the University of Mississippi, announces a contest to name StudyMississippi's slogan. The contest is open to all public and private, high school and university students throughout the state of Mississippi. The slogan will be used in all marketing materials to raise the profile of Mississippi as a study destination and provider of high quality education for international students. The contestant with the winning slogan will receive a **\$100.00** cash award. All slogans must be emailed to studymississippi@gmail.com along with your mailing address, contact email, and phone number by July 30th. More information and contest guidelines can be found on page 3.

Who We Are:

The Mississippi U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS's mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. To learn more, visit www.buyusa.gov/jackson.

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Director, Carol Moore
Newsletter Editor, Jessica Gordon



THE MS-DEC'S CORNER



MARKET OF THE MONTH: BRAZIL

With an estimated 189 million inhabitants, Brazil has the largest economy and population in Latin America. Brazil enjoys a growing middle class and increasing demand for products and services, which provides considerable export opportunities for U.S. exporters. Moreover, a strong global demand for commodities, combined with prudent fiscal policies and a growing middle class, continues to help fuel Brazil's economy. In 2008, Brazil's GNP (purchasing power parity) reached US\$ 1.665 trillion, and per capita nominal GDP grew 5.1 percent to roughly US\$ 6,750. During the past decade, the country has maintained solid macroeconomic policies to control inflation without sacrificing economic growth. These policies kept the inflation rate to 5.8 percent in 2008, and the unemployment rate at 7.89 percent. In 2008, the bilateral trade relationship between Brazil and the U.S. reached US\$ 53 billion, with U.S. exports at US\$ 25.6 billion, and Brazilian imports at US\$ 27.4 billion. Other primary trading partners include China, Argentina, and Germany.



BRAZIL: U.S. SAFETY AND SECURITY TRADE MISSION SEPTEMBER 26-30, 2010

The Brazilian market for public and private security equipment and services in 2009 was valued at approximately USD 20 billion. Due to the increasing level of crime rates in Brazil, local trade contacts believe that the market will expand by 20 percent in 2010. U.S. products enjoy good receptivity among large Brazilian and multinational companies that demand quality, durable, and state-of-the-art technology. The Commerce Department's International Trade Administration (ITA) Safety & Security Team and the U.S. Commercial Service Brazil (CS Brazil) will organize a trade mission for U.S. safety & security companies to Brazil, September 26-30, 2010.

Promising areas for U.S. exports and investment include:

- ◆ Agricultural Products and Equipment
- ◆ Aircraft and Parts
- ◆ Computer Software
- ◆ Iron and Steel
- ◆ IT Hardware
- ◆ Medical Equipment
- ◆ Pharmaceuticals
- ◆ Oil and Gas
- ◆ Equipment
- ◆ Safety and Security Equipment
- ◆ Pollution and Mining Equipment
- ◆ Telecommunications Equipment



Personal relationships drive the business culture in Brazil. U.S. companies not only need a strong presence in the market, but must also invest time in developing business relationships. The U.S. Commercial Service office recommends that U.S. exporters visit Brazil to meet one-on-one with potential buyers by attending a trade show or participating in a Gold Key Service (GKS). For more information on how the U.S. Commercial Service can organize meetings with international buyers through a GKS, please visit www.focusbrazil.org.br/siteusa/index.htm.

Best prospects for U.S. security and safety equipment include:

Public Security-Radio and communications devices; Bullet proof vests; Airport security; Investigation software; Biometric equipment (facial, fingerprint, and iris recognition); Cameras and associated software; GPS systems; Fire protection systems; Prison management; Criminal investigation and police intelligence systems.

For detailed information, please visit www.buyusa.gov/florida/brazilmission.html or contact Stephanie Heckel at Stephanie.Heckel@trade.gov or 954-356-6640, ext. 19.

Win \$100: US Department of Commerce Co-sponsoring StudyMississippi Slogan Contest

The U.S. Department of Commerce, in an effort to promote Mississippi as a premiere study abroad destination to attract international students and scholars to Mississippi, is helping Mississippi international educators to set up a StudyMississippi consortium to promote Mississippi educational institutions globally. The StudyMississippi consortium will have representatives from Mississippi high schools, community colleges, universities, 4-year institutions, and English as a second language centers. As part of establishing StudyMississippi consortium, U.S. Department of Commerce is co-sponsoring **StudyMississippi Slogan Contest** soliciting a “**slogan or tag line**” to go with the name **StudyMississippi**. The contestant with the winning slogan will receive a **\$100.00** cash award.

Aim of StudyMississippi: StudyMississippi consortium will promote Mississippi as a premiere study abroad destination for international students showcasing Mississippi’s state-of-the-art educational institutions, affordable cost of education and living, and increasing number of industries in the state of Mississippi.

Why promote Mississippi as a premiere Study Abroad destination?: Increasing the number of international students in Mississippi will promote goodwill about Mississippi and the U.S. among world citizens, bring increased revenue to the State of Mississippi through international students’ expenses, and provide an opportunity for Mississippi students to learn about other cultures and traditions in a secure class room environment to prepare Mississippi students to excel in the fast growing global economy.

SLOGAN CONTEST FORMAT AND DETAILS:

Theme: Slogans must showcase Mississippi as a premiere student abroad destination with state-of-the-art educational institutions and affordable cost of U.S. education and living compared to other U.S. states.

Number of words: Slogan cannot be more than 8 words.

Slogan Submission: Email slogan or tag-line to studymississippi@gmail.com along with your mailing address, contact email, and phone number.

Deadline: July 30th, 2010

Participants: Open to all.

Winners Announcement:

The slogan contest winner will be announced before Aug 6th. The winner will be contacted by email or telephone by StudyMississippi steering committee.



OTHER MISSISSIPPI ADVANTAGES:

Mississippi Location and Cost of Living: Mississippi, located midway between Atlanta and Dallas, is in the heart of one of the fastest growing regions in the nation. Mississippi offers a strong, supportive educational and business climate, and the cost of education and doing business is low compared to other U.S. states. This offers substantial cost-savings and greater value per education-dollar spent, as well as high job placement rates.

State-of-the-art Education System: Mississippi’s higher educational institutions are state-of-the-art and constitute public research universities, private institutions, and community colleges which attract students from all over the world, including all fifty U.S. states.

Top-notch Research: Mississippi’s universities and other educational institutions along with private companies are leaders in research and technology. Clusters of world class research organizations and industries have developed around Mississippi universities, supporting research in a myriad of Engineering fields, Accounting and Business, Pharmacy and Medicine, Agriculture, Wildlife and Fisheries, as well as Writing and Literature and much more to serve the people of Mississippi and the world.

If you have more questions about the StudyMississippi Slogan contest, please contact the slogan committee at studymississippi@gmail.com or Jessica Gordon at Jessica.Gordon@mail.doc.gov or (601) 373-0784.

AEROSPACE AND DEFENSE EVENTS

AEROSPACE SUPPLIER DEVELOPMENT MISSION TO RUSSIA October 3-7, 2010

The Commerce Department's International Trade Administration (ITA) Aerospace & Defense Technologies Team and the U.S. Commercial Service Russia (CS Russia) have organized an Aerospace Supplier Development Mission to Russia from October 3-7, 2010. The goals of the Aerospace Supplier Development Mission to Russia are to introduce U.S. companies to industry and government officials in Russia, to learn about various aerospace program opportunities, and to introduce U.S. companies to joint-venture groups, OEMs and others. Participants will have the opportunity to establish profitable commercial relationships with prospective agents, distributors, and end users in the Russian aerospace market.



Best prospects include:

- ◆ Suppliers of technologies and machine tools,
- ◆ Suppliers of air systems and equipment,
- ◆ Suppliers of materials,
- ◆ Association executives, and
- ◆ Consulting companies.

For detailed information on participation fees and requirements, visit www.buyusa.gov/eme/russia_asdm.html.

TURKEY DEFENSE INDUSTRY OVERVIEW



Turkey is aiming to improve its manufacturing capabilities and develop its national defense industry. GOT defense expenditures are estimated to rise to \$23.7 billion by 2012, creating numerous opportunities for U.S. defense suppliers. In order to reach this goal, Turkey is trying to maximize local manufacturing capabilities through R&D and technology transfer. Large scale system integrators along with small- and medium-sized firms which develop subsystems for system integrators are playing a key role in building up indigenous solutions for the defense industry.

The best prospects for U.S. participation in major Turkish projects include: Peace Onyx IV Project, F-16 Modernizations, Joint Strike Fighter Program, Attack, Transport, and Police Helicopter Tenders, Development of Turkish National Ship (Milgem), Turkish Frigate 2000 Project, Air Defense Missile Systems, Basic Trainer Aircraft Design, UAV Projects, Satellites, Naval Patrol Craft, Weapon Platforms, Amphibious Vessels, Coastal Surveillance Radar Systems, Turkish National Tank and Armed Tactical Vehicles.

For more information, visit www.buyusa.gov/eme/ame.html.

AEROSPACE MANUFACTURING TRENDS IN MEXICO

Aerospace Meetings Guadalajara October 4-6, 2010



The burgeoning aerospace industry in Mexico consists of almost 200 aerospace manufacturers employing 27,000. Aerospace goods traded by Mexico increased by approximately 30 percent in 2009 to \$7.15 billion with 80 percent of this aerospace business focused in manufacturing and assembly. U.S. supplier opportunities include: metals and composite components; complex machining, metal forming, forging, casting and stamping; electrical and electronic component assembly; and specialized processing such as heat treating and HVOF coating.

The U.S. Department of Commerce Aerospace Team is pleased to announce its active support and participation in the 1st edition of Aerospace Meetings Guadalajara. Aerospace Meetings Guadalajara is a B2B matchmaking opportunity organized by BCI Aerospace for U.S. suppliers to meet with the major OEMs and prime contractors operating in Mexico, including event sponsors: Bombardier, SAFRAN, EADS and Eaton Aerospace. The event will feature 100 Mexican companies, 150 foreign companies, 20 countries represented, and 5000 one-on-one meetings, visits to facilities, and conferences. For details and registration information to attend Aerospace Meetings Guadalajara, please visit www.buyusa.gov/eme/guadalajara2010.html.

TRADE EVENTS

MEDTECH CHINA 2010 **AUGUST 25-26, 2010** **SHANGHAI, CHINA**

MEDTEC China is an exclusive industry event dedicated to the Chinese medical manufacturing marketplace. About 90% of the show exhibitors are from the United States and Europe. MEDTEC China Shanghai is expected to attract over 6,000 senior decision-makers and medical manufacturing professionals. For U.S. suppliers of medical grade materials, components, electronics, advanced product design, assembly, and manufacturing technologies, China is open for business and ready to integrate your products and technological know-how into the design and manufacture of the complete range of medical devices.

For more information, visit [here](#).

SAVE THE DATE **FRANKLIN FURNITURE INSTITUTE EVENTS**

Surviving in the Upholstery World of Over-Supply **August 24, 2010**

Georgian World Congress
Center
Atlanta, GA



Topics include:

- ◆ Adjusting to a changing workforce and unleashing your employee's entrepreneurial spirit
- ◆ Lower your fabric requirements, increase your plywood yields and value engineering/waste reduction
- ◆ Federal policy implications and the domestic manufacturing environment

Understanding Changing Consumer Behavior **August 28, 2010**

Georgia World Congress Center
Atlanta, GA

Topics include:

- ◆ Consumer buying habits: the new normal
- ◆ Solutions for reaching the changing consumer

To register, visit www.iwfatlanta.com. More information on these events can be found at www.ffi.msstate.edu or by contacting Amy Garrard (agarrad@cfr.msstate.edu) at 662-3258453.

GREEN ICT AND ENERGY EFFICIENCY **TRADE MISSION**

(Registration Deadline: August 2, 2010)

SEPTEMBER 27-29, 2010

MEXICO CITY, MEXICO

The U.S. Department of Commerce and U.S. & Foreign Commercial Service are organizing an Executive Green ICT and Energy Efficiency Trade Mission to Mexico City. This Executive led mission will focus on assisting U.S. providers of "Green Information & Communication" (ICT) solutions, as well as energy efficiency technologies to enter or increase their presence in various sectors of the Mexican market. This will include data center, telecommunications, utilities, and construction. Green ICTs-or smart technologies-provide monitoring, supervision and automation capabilities to reach energy efficiency in the mentioned industries, such as smart grids and smart buildings.

For more information and to register, visit www.buyusa.gov/mexico/en/greenict_mission.html.



MISSISSIPPI WORLD TRADE CENTER

Upcoming Events

Summer Quarter Luncheon

July 15, 2010

Country Club of Jackson-Jackson, MS

Keynote Speaker: Hiroshi Sato, Consul General of Japan

For additional information, contact Ann Atkins at aatkins@mswtc.org or 601-353-0909. Deadline for reservations is July 12, 2010.

Korean Protocol & Culture

August 12

MSWTC-Jackson, MS

Feature Speakers: Gina Regan & Kookie Kim, MSWTC

For additional information, contact Regina Regan at rregan@mswtc.org, or 601-353-0909.

Learn more about the MS World Trade Center at www.mswtc.org.

Market Research

For further details on market research reports, trade leads, and trade events, please contact our office or visit the Market Research Library at www.export.gov.

- Mexico: Port of Veracruz Expansion Project
- Chile: Chilean Government Vows to Rebuild the Country
- Japan: Pharmaceutical Regulation
- Saudi Arabia: Petrochemical Sector
- European Union: Eco-label
- Australia: Materials Handling Equipment
- Senegal: 2010 Country Commercial Guide
- Germany: The Plastics Market
- Spain: Spanish Book Sector 2010
- South Korea: New Korea Certification Marks
- France: Automotive Parts and Equipment

Trade Leads

CHILE: SEEKING MACHINERY SUPPLIERS

A Chilean importer is seeking U.S. suppliers of machinery to manufacture phyllo dough. For more information, please contact our office or Mary Lathrop at Mary.Lathrop@trade.gov.

MEXICO: SEEKING PLASTIC PACKAGING PRODUCTS

A Mexican distributor is seeking vacuum pouches, vacuum shrink bags, retort bags, bottom and top rolls for roolstock, thermoforming machines, and trays for MAP applications. More than 50 or 60 measurements are required.

Quantity: 7 tons monthly
 Language: English, Spanish
 Seller: Manufacturers only
 U.S. Firm Information: Spec. sheet, certificate of quality and delivery times.
 Timing: Immediate
 Trade Lead ID: 8010

For more information please contact Veronica Gonzalez at the U.S. Commercial Service office, Veronica.Gonzalez@mail.doc.gov.

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Staff Directory

Carol Moore, Director 601-373-0773
Carol.Moore@mail.doc.gov
 Jessica Gordon, Trade Specialist 601-373-0784
Jessica.Gordon@mail.doc.gov
 Glenn Ferreri, Trade Specialist 601-373-0849
Glenn.Ferreri@mail.doc.gov

Address

U.S. Department of Commerce
 Mississippi Export Assistance Center
 1230 Raymond Road, Box 600
 Jackson, MS 39204
 Tel: 601-373-0773
 Fax: 601-373-0959

Website: buyusa.gov/jackson

COMMERCIAL NEWS USA SCHEDULE FOR 2010

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May-June	Business Services, Hotel/Restaurant/ Food Processing, Information Technology, International Education
July-Aug	Consumer Products, Electronics, and Environmental
Sept-Oct	Automotive, Manufacturing/Industrial Products
Nov-Dec	Consumer Electronics, Health/Beauty, Medial Equipment

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