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**Global Agribusiness
Resource Guide:
Government
Assistance for
International
Investment, Joint
Ventures and Trade**

1991

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Maiko F. Chambers
Mark D. Newman

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ACKNOWLEDGEMENTS

This guide was developed to serve the needs of agribusiness firms and the Agency for International Development (A.I.D.) in promoting a business-government partnership directed at promoting growth in the developing world and emerging market economies through trade and investment.

Numerous people in agribusiness firms and government provided assistance. Within A.I.D., Carol Adelman, Jim Lowenthal, John Flynn, Alan Hurdus, John Balis, Robert Armstrong, James Snell have made contributions throughout the Agribusiness Strategy Study. Tom Mehen, Agricultural Marketing Improvement Strategy (AMIS) project officer has also provided useful guidance.

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The authors invite comments on the usefulness of this guide, as well as suggestions for improvement in future editions.

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PREFACE

The *Global Agribusiness Resource Guide* provides information on taxpayer-supported resources that can help agribusinesses strengthen their international competitive position. The *Guide* focuses on resources that can help agribusinesses do the following:

- Identify target markets and sales opportunities,
- Conduct market research,
- Deal with regulations, requirements, and licensing,
- Identify and screen international business contacts,
- Obtain financing,
- Protect against risk, and
- Level the international playing field.

Development of the *Guide* was part of an effort by the Agency for International Development (A.I.D.) to work more closely with agribusiness to promote investments, joint ventures, licensing arrangements, and imports and exports. A.I.D.'s purpose is to contribute to rural employment and income growth in 20 countries of Asia, Eastern Europe, the Near East, North Africa and the South Pacific.¹

A.I.D.'s strategy at the regional level calls for its overseas missions to play a growing role in agribusiness development. A new role for the missions involves informal coordination of information on government resources that are designed to support cooperation among U.S. and foreign agribusinesses. More specifically, A.I.D. missions will focus on these activities:

- 1) Providing agribusiness with a clear source of information and support both in Washington and at the A.I.D. country mission level;
- 2) Developing agribusiness management capacity and labor skills within A.I.D. and the countries in which it works;
- 3) Appraising country-level agribusiness opportunities, capabilities, and constraints; and
- 4) Reforming policy to support a healthy business climate.

In addition, A.I.D. will facilitate efforts in four areas essential to developing agribusiness opportunities overseas: defining priorities and finding resources for infrastructure development and maintenance; developing and transferring technology; financing; and developing mechanisms to assure timely availability of machinery, raw materials, and supplies.

¹Countries include: Thailand, Philippines, Indonesia, Pakistan, Sri Lanka, India, Bangladesh, Tunisia, Egypt, Morocco, Jordan, Yemen, Oman, Afghanistan, Nepal, the Pacific Islands, Poland and Hungary.

The **Guide** thus serves a dual purpose. First, it offers a "user friendly" resource on assistance programs for agribusinesses currently operating or seeking opportunities in the markets of developing countries so they can make the best of international growth opportunities.

Second, the **Guide** is intended to facilitate the A.I.D. country mission role in supporting local agribusiness development and promoting U.S. agribusiness overseas by providing a reference for use in designing future projects and programs, enhancing coordination with other government-supported programs, and avoiding duplication of effort.

Prepared by Abt Associates Inc., the **Global Agribusiness Resource Guide** is part of the ANE Agribusiness Promotion Strategy Support financed through an Asia Near East Bureau buy-in to the Agricultural Marketing Improvement Strategies (AMIS) Project of A.I.D.'s Bureau for Science and Technology. Responsibility for Programs in these countries has recently been divided between A.I.D.'s Europe and Near East Bureau and Asia and Private Enterprise Bureau. Other AMIS activities have included roundtable discussions with agribusiness representatives in Washington, D.C., Chicago, and Los Angeles, and a survey of international activities, priorities, and needs of U.S. agribusiness firms.

INTRODUCTION

International Growth for Agribusiness

Globalization is the watchword of the 1990s. A large share of future growth opportunities for U.S. agribusiness will come from government procurement, direct investment, joint ventures, and trade outside the U.S. Many of these opportunities are in Asia, Eastern Europe, the Near East, North Africa, and the South Pacific. In much of the developing world and emerging market economies, future growth strategy is tied closely to development of local agribusiness and partnerships with international agribusiness. This guide provides access to tools to support these strategies including information on programs and contacts.

What is agribusiness?

Agribusiness, the component forces of the food and fiber system, involves the channels from input producers and farm suppliers through producers, assemblers, processors, wholesalers, brokers, importers, exporters, retailers, and institutional distributors to consumers. It also includes such functions as research and development, transportation, packaging, storage, marketing and promotion, risk management, financial services, and a variety of government activities including regulation (see Figure 1).

Why agribusiness?

Agribusiness has several strong attractions. Chief among them is that as national incomes grow, production agriculture tends to occupy a declining percentage of national labor forces, while agribusiness becomes even more important in the country's growth and economic development.

U.S. agribusiness firms face a unique opportunity to meet the agribusiness needs of developing countries as well as to take advantage of new markets and prospects for growth.

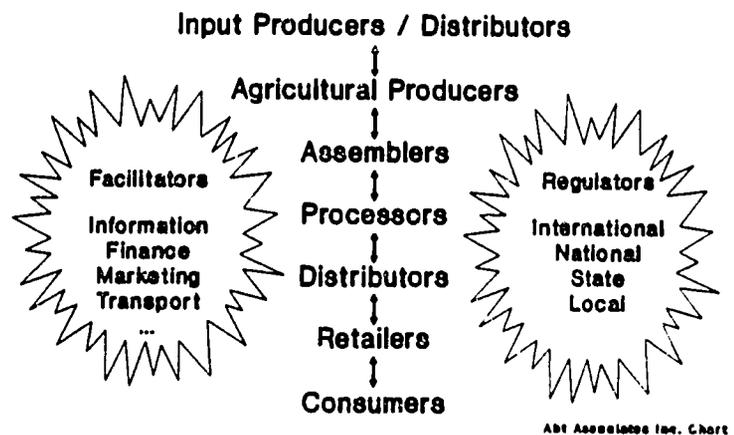
Why the Global Agribusiness Resource Guide?

The concept of help from the government has been the target of opening humor in conference speeches for decades. Help is available from government agencies, but one needs to know how and where to find it. While there are abundant sources of information on U.S. government programs and international organizations, guides that organize the information so that businessmen and women can figure out what questions to ask and whom to ask are rare indeed.

The Global Agribusiness Resource Guide addresses the frustrations businesses face when trying to gain access to information on and assistance from

Agribusiness

A Food and Fiber System Perspective



federal government sources. After 18 months of discussions with agribusiness leaders who repeatedly cited the need for a comprehensive and readable handbook of government resources, the authors compiled this step-by-step guide to government programs designed to help U.S. businesses do the following:

- Identify sales or investment opportunities,
- Explore details about the market,
- Identify and check out local contacts,
- Handle financing and risk, and
- Obtain help to overcome trade barriers.

By directing readers to the right resources so that they can determine which questions to ask, whom to ask, how to implement a market entry strategy, how to finance it, and, how to protect it, this *Guide* helps businesses pursue procurement, investment, joint venture, or export opportunities abroad.

How does the Global Agribusiness Resource Guide work?

The Guide responds to the wide diversity of agribusiness interests and experience by offering something for firms that want to sell commodities or equipment to projects financed by government and development banks, as well as for those seeking joint ventures, investment, or private trade.

Each chapter addresses one step in the process of establishing an overseas venture and includes an introduction, an overview table of resources, a list of agencies and contacts, an agency-by-agency description with additional contacts, and a publications section with further details on how to obtain documents, both those mentioned in the text and others that may provide additional insight.

Government agency programs are listed according to their function. For example, the U.S. Departments of Agriculture and Commerce offer a wide variety of programs, including fact-finding services and agricultural export inspection and certification. Informational and fact-finding services are listed in Chapter 1, "Identifying Target Markets," and inspection and certification services are listed in Chapter 3, "Regulations, Requirements, and Licensing." Each agency program description includes these specifics:

- Address and telephone number of the agency,
- Background information,
- Specific description of the relevant branch of the agency,
- Scope of the programs provided,
- Cost and eligibility (if applicable) of the programs, and
- Contact person.

Finally, each chapter briefly describes publications that may further interest the reader, including the source, the cost, and the stock number (if applicable).

An Overview of the Global Agribusiness Resource Guide²

Chapter 1: Identifying Target Markets

<u>Resource</u>	<u>Agency</u>
Marketing opportunities	Agency for International Development World Bank
Information on government procurement & project opportunities	Regional Development Banks See PUBLICATIONS
Private trade leads	Overseas Private Investment Corporation U.S. Department of Agriculture Agricultural Information and Marketing Services
Market information	
Commodity and market information	Department of Commerce Office of Trade Development
Data on trade flows, import and export; sources, destinations, quantities, and values	
Country and regional information, comparative data on income, demographics, education, health, etc.	Bureau of the Census Center for International Research Department of Commerce International Economic Policy See PUBLICATIONS

Chapter 2: Market Research

<u>Resource</u>	<u>Agency</u>
Country and product-specific market research	U.S. Department of Agriculture Agricultural Research Service Economic Research Service Foreign Agricultural Service Department of Commerce Overseas Private Investment Corporation Small Business Administration

²Contact information is contained within each chapter.

An Overview of the Global Agribusiness Resource Guide Continued

Counseling & special services

Agency for International Development
U.S. Department of Agriculture
Department Of Commerce
Small Business Administration

Chapter 3: Regulations, Requirements & Licensing

Resource

Agency

Regulations Governing Sales, Exports

U.S. Department of Agriculture
Department Of Commerce
Bureau of Export Administration
Small Business Administration
Codex Alimentarius

Local Investment Regulations--
local ownership, taxation, repatria-
tion of profits, labor

Agency for International Development
Department of Commerce
Overseas Private Investment
Corporation
Country Embassies, Business Councils
See your tax advisor

Protection of intellectual property

Overseas Private Investment
Corporation
See your attorney

Chapter 4: Identifying & Screening Local Contacts

Resource

Agency

Identifying and screening local con-
tacts

Agency of International Development
U.S. Department of Agriculture
Department of Commerce
Multilateral Investment Guarantee
Agency
Overseas Private Investment
Corporation
Small Business Administration

An Overview of the Global Agribusiness Resource Guide Continued

Chapter 5: Financing

<u>Resource</u>	<u>Agency</u>
Export sales and subsidies	U.S. Department of Agriculture Commodity Credit Corporation GSM-102 & -103 PL-480 Targeted Export Assistance (TEA) Export-Import Bank (EXIM) Small Business Administration
Feasibility and Prefeasibility	Agency for International Development Individual Country Governments with financing from World Bank and Regional Development Banks
Equity capital	Agency for International Development Overseas Private Investment Corporation International Finance Corporation

Chapter 6: Insuring

<u>Resource</u>	<u>Agency</u>
Insurance	See your insurance agency or freight forwarder
Commercial and political risks of non-payment	Export-Import Bank FCIA
Investment guarantees	Multilateral Investment Guarantee Agency Overseas Private Investment Corporation
Political inconvertibility expropriation	

An Overview of the Global Agribusiness Resource Guide Continued

Chapter 7: Leveling the Playing Field

Resource

Agency

Financial compensation

Small Business Administration
U.S. Department of Agriculture
Targeted Export Assistance
(TEA) Program

Policy dialogue

U.S. International Trade Commission
U.S. Trade Representative's Office

Chapter 8

Conclusions

When this Guide isn't enough....

CHAPTER 1: IDENTIFYING TRADE AND INVESTMENT OPPORTUNITIES

Companies embark on overseas trade and investment ventures a number of different ways. Some begin by following a lead through a personal contact. Others respond to a sales inquiry or bid on a government-financed project procurement opportunity. Many companies find that systematically evaluating a range of market or product sourcing opportunities works best for them.

Regardless of the method, tracking down trade and investment opportunities requires a good deal of research. Several U.S. government agencies, including the Agency for International Development (A.I.D.) and the Departments of Agriculture and Commerce, provide services that are designed to help U.S. agribusinesses identify procurement and project opportunities as well as find information on private trade and investment leads.

For instance, procurement and project opportunities sponsored by A.I.D., the World Bank, and the regional development banks are published in Commerce Business Daily and Development Business, a United Nations publication. You can also directly contact A.I.D. and the development banks for a listing of upcoming projects and procurement notices. In addition, the World Bank sponsors monthly business briefings to help businesses make the most of procurement opportunities.

For private trade and investment leads, the AIMS program of the U.S. Department of Agriculture Foreign Agricultural Service, the TOPS program of the Department of Commerce, and the Opportunity Bank of the Overseas Private Investment Corporation identify potential suppliers, buyers, and investment partners for U.S. companies. As many businesses report, however, the challenge in reviewing leads often is to sort out the bona fide opportunities.

The sources listed below -- the Agency for International Development (A.I.D.), the World Bank, the African Development Bank (AfDB), the Asian Development Bank (ADB), the Inter-American Development Bank (IADB), U.S. Department of Agriculture (USDA), Department of Commerce (DOC), and the Overseas Private Investment Corporation (OPIC) -- offer information that will help you identify

What international opportunities exist for my business?

How and where can I find overseas trade and investment leads?

What low risk procurement opportunities are forthcoming ... and how do I find out about them?

How do I bid on a government- or development bank-financed project procurement opportunity?

market opportunities for your company. Table 1 summarizes resources and agency contacts listed in this chapter.

Table I IDENTIFYING TRADE AND INVESTMENT OPPORTUNITIES

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Government Procurement & Projects	A.I.D.	Jack Warner (703) 875-1058
	World Bank	Francisco Aguirre- Sacasa (202) 473-1000
	Regional Development Banks	See individual Bank contacts
		See PUBLICATIONS
Private Trade & Investment Leads	USDA Agricultural Information & Marketing Services	Sharon Green (202) 447-7103
	DOC Trade Opportunities Program	Donald Huber (202) 377-2505
	OPIC	Eric P. Luhmann (202) 457-7200

Marketing Opportunities: Government Procurement and Projects

BIDDING PROCEDURES

While some international procurement of agricultural inputs, equipment, and commodities under projects financed by the U.S. Government and international financial institutions passes through normal commercial channels, competitive bidding is the norm.

Under International Competitive Bidding (ICB) procedures, specifications and requirements are spelled out in bidding documents, and announcements are published indicating requirements, submission deadlines, and the costs and sources of bidding documents.

Bidders must follow all instructions in the document exactly and submit their bid where and when specified. Special attention should be paid to the technical specifications. Because nontechnical staff often write the specifications, there may be many technical questions that require clarification.

The period between the publication of a notice in the above mentioned publications and the bid closing date is relatively short, averaging 60 days. Within that timeframe, the documents must be purchased, received, reviewed, prepared, and submitted.

It is useful to note that companies often can extend the lead time to prepare for bidding opportunities by establishing contact with agency representatives while projects are being designed. This does not provide access to bidding specifications, but it does give the bidder more time to explore options while preparing a bid.

Some procurement bids may contain a clause granting special preference to domestic (project country) firms to source items in order to foster domestic development in the project country. For bid comparison purposes, this preference allows a local bidder offering locally manufactured goods a preference of 15 percent, or a percentage of the import duty, whichever is less, over bidders offering foreign manufactured goods.

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

320 21st Street, NW
Washington, DC 20523
(202) 647-3504

The Agency for International Development (A.I.D.) administers economic assistance programs in over 70 countries worldwide. These programs are designed to promote economic development in recipient countries, often through the purchase of U.S. goods and services with A.I.D. financial assistance.

Some contracting is handled through normal commercial channels as part of projects that A.I.D. generally awards through competitive bidding on public tenders. In addition, A.I.D. awards grants to national governments that can be

used to import goods through the Commodity Import Program (CIP) and the Food for Peace (PL 480) Program. Many agribusinesses may be unfamiliar with the wide range of other opportunities available by working with A.I.D. These, as well as the PL 480 Program, are discussed in later chapters.

A.I.D. currently has operations and/or missions in the following countries:

Afghanistan	Gambia, The	Panama
Bangladesh	Ghana	Paraguay
Barbados	Guatemala	Peru
Belize	Guinea	Philippines, The
Benin	Guinea-Bissau	Portugal
Bolivia	Haiti	Rwanda
Botswana	Honduras	Sao Tome
Brazil	India	Senegal
Burkina Faso	Indonesia	Seychelles
Burma	Jamaica	Sierra Leone
Burundi	Jordan	Somalia
Cameroon	Kenya	South Africa
Cape Verde	Lebanon	South Pacific
Central African Rep.	Lesotho	Sri Lanka
Chad	Liberia	Sudan, The
Chile	Madagascar	Swaziland
Colombia	Malawi	Tanzania
Comoro Islands	Mali	Thailand
Congo	Mauritania	Togo
Costa Rica	Mexico	Tunisia
Cote d'Ivoire	Morocco	Uganda
Dominican Republic	Mozambique	Uruguay
Ecuador	Nepal	Yemen
Egypt	Niger	Zaire
El Salvador	Nigeria	Zambia
Ethiopia	Oman	Zimbabwe
Fiji	Pakistan	

Agribusiness Procurement and Project Opportunities

A.I.D. is in the process of launching a wide range of projects to support agribusiness in the countries in which it works. Projects will offer opportunities for companies to work with A.I.D. and local agribusiness firms on sourcing products for export, strengthening agribusiness development through such activities as technology transfer, sales of raw materials and machinery, technical assistance with processing and marketing, and direct investments, licensing arrangements and joint ventures.

Information on planned projects is contained in A.I.D.'s annual submission to the U.S. Congress, entitled Agency for International Development Congressional Presentation (see PUBLICATIONS section of this chapter for ordering information). Additional details on project plans, status, and opportunities can be obtained by contacting individual country missions or the officers responsible for

agribusiness programs in individual Bureaus in Washington, DC. Individuals to contact include:

<u>Bureau</u>	<u>Contact</u>	<u>Phone & Fax</u>
Europe, Near East	John Balis	(202) 647-7270 (202) 647-6962
Asia, Private Enterprise	Roger Bloom	(202) 663-2368 (202) 663-2149
Africa	Barry Hill	(202) 647-7186 (202) 647-2993
Latin America & the Caribbean	John Fasulo	(202) 647-8126 (202) 647-8098
Science and Technology	Tom Mehen	(703) 875-4625 (703) 235-2890
	Dean Alter	(703) 875-4249 (703) 875-4186

Forthcoming A.I.D. projects are also announced in Commerce Business Daily. To subscribe to Commerce Business Daily, consult the PUBLICATIONS section of this chapter.

Procurement Opportunities Under the Commodity Import Program (CIP)

Commodity Import Programs (CIPs) make available loans or grants to A.I.D.-assisted countries to enable them to purchase essential commodities from the United States. In addition, CIPs are often used to provide relatively fast balance of payments support or to generate local currency for budget support.

The CIP agreements enable A.I.D. to finance a variety of basic items, including agricultural, construction, and transportation equipment, fertilizer, chemicals, raw materials, semi-finished products and foodstuffs.

CIP Countries

Currently, Commodity Import Programs are active in the following countries:

Egypt	Kenya	Pakistan	Zambia
Jordan	Mozambique	Somalia	Zimbabwe

Payment Procedures. A.I.D. does virtually no direct buying and generally does not finance U.S. firms. Under the CIP, A.I.D. provides foreign exchange for use in purchasing U.S. goods. When an agreement is signed, the government of the assisted country allocates the dollars provided by A.I.D. among its importers in both public and private sectors. A.I.D. does not determine the specific items to be purchased, nor does it select the U.S. suppliers. American suppliers and foreign importers conduct the transactions directly through competitive bidding

or direct commercial transactions. To receive notices of intended A.I.D.-financed procurements of commodities, equipment, and services, you need to complete a Mailing List Application available from the following source:

Contact: Jack E. Warner
Commodity Management Officer
Agency for International Development
Washington, DC 20523
(703) 875-1058

THE WORLD BANK

1818 H Street, NW
Washington, DC 20433
(202) 473-1000

The World Bank is a lending agency which annually approves loans and credits totaling more than \$19 billion for over 200 new projects in developing countries. These projects cover a wide spectrum -- agriculture and rural development, energy (electric power, oil gas, coal), transportation, industry, mining, telecommunications, water supply, urban development, education, health services, and population planning.

Procurement Opportunities

A World Bank General Procurement Notice is issued when the project loan has been approved (or is about to be approved) and is published in Development Business, Commerce Business Daily, international trade journals, and local newspapers.

Evaluation Criteria. The contract is awarded to the lowest evaluated bidder. It is important to note that this is not necessarily the bidder who submitted the lowest price, but rather, the one who submitted the lowest bid among those meeting the evaluation criteria. These criteria, as described in the bidding documents may include factors such as past performance, factory delivery time, availability of spare parts, or capacity for maintenance.

Member Countries

The World Bank has projects in and/or has information on over 150 countries. The following is a list of World Bank member countries. To find out if a project is being sponsored by the World Bank in a particular member country, contact the World Bank representative listed below.

Afghanistan	Guatemala	Papua New Guinea
Algeria	Guinea	Paraguay
Angola	Guinea-Bissau	Peru
Antigua and Barbuda	Guyana	Philippines
Argentina	Haiti	Poland
Australia	Honduras	Portugal
Austria	Hungary	Qatar
Bahamas, The	Iceland	Romania
Bahrain	India	Rwanda

Member Countries (Continued)

Bangladesh	Indonesia	St. Kitts and Nevis
Barbados	Iran	St. Lucia
Belgium	Iraq	St. Vincent and the Grenadines
Belize	Ireland	Sao Tome and Principe
Benin	Israel	Saudi Arabia
Bhutan	Italy	Senegal
Bolivia	Jamaica	Seychelles
Botswana	Japan	Sierra Leone
Brazil	Jordan	Singapore
Burkina Faso	Kampuchea	Solomon Islands
Burundi	Kenya	Somalia
Cameroon	Kiribati	South Africa
Canada	Korea, Republic of	Spain
Cape Verde	Kuwait	Sri Lanka
Central African Republic	Laos	Sudan
Chad	Lebanon	Suriname
Chile	Lesotho	Swaziland
China	Liberia	Sweden
Colombia	Libya	Syria
Comoros	Luxembourg	Tanzania
Congo	Madagascar	Thailand
Costa Rica	Malawi	Togo
Cote d'Ivoire	Malaysia	Tonga
Cyprus	Maldives	Trinidad and Tobago
Denmark	Mali	Tunisia
Djibouti	Malta	Turkey
Dominica	Mauritania	Uganda
Dominican Republic	Mauritius	United Arab Emirates
Ecuador	Mexico	United Kingdom
Egypt	Morocco	United States
El Salvador	Mozambique	Uruguay
Equatorial Guinea	Myanmar	Vanuatu
Ethiopia	Nepal	Venezuela
Fiji	Netherlands	Viet Nam
Finland	New Zealand	Western Samoa
France	Nicaragua	Yemen Arab Republic
Gabon	Niger	Yemen, P.D.R.
Gambia, The	Nigeria	Yugoslavia
Germany	Norway	Zaire
Ghana	Oman	Zambia
Greece	Pakistan	Zimbabwe
Grenada	Panama	

Contact: Francisco Aguirre-Sacasa
Director, External Affairs
The World Bank
1818 H Street, NW
Washington, DC 20433

Business Briefings

Every month, except July and August, the World Bank hosts business briefings at its Washington, D.C. offices, providing essential information about business opportunities arising from Bank-supported projects. World Bank staff describe procedures that companies should follow to keep informed about projects and to compete for upcoming contracts.

Cost. There is no charge for attending a business briefing, but reservations are required. Participants are accepted on a first-come, first-served basis. You should call (202) 477-8830 or send in a registration form (sample form in Appendix D). Registration requests should be mailed at least two weeks prior to your preferred briefing date. Also indicate a second preference date. A letter confirming the date for which you are registered and giving further details will be mailed to you.

Contact: Mrs. Carol D. Stitt
Business Relations Adviser
The World Bank
1818 H Street, NW
Washington, DC 20433

REGIONAL DEVELOPMENT BANKS

Like the World Bank, regional development banks for Asia, Africa, Latin America, and most recently Europe, fund projects that offer procurement opportunities to agribusiness firms. Procedures are determined by the individual banks, and U.S. firms have had varying degrees of success in competing. This has been attributed in part to the fact that except for the Inter-American Development Bank, in Washington, D.C., bank headquarters are located abroad -- Manila, Philippines for the Asian Development Bank and Abidjan, Côte d'Ivoire for the African Development Bank. Furthermore, bidding documents must often be obtained in the borrowing country. Nonetheless, notices of projects are published in Development Business and Commerce Business Daily.

AFRICAN DEVELOPMENT BANK (AfDB)

Procurement opportunities are published in Development Business, Commerce Business Daily, and the African Development Bank's (AfDB) Quarterly Operational Summary. The announcements state the country where the project is located, the administering government agency or ministry, and the amount of Bank lending anticipated.

Contact: Mima S. Nedelcovych
Executive Director
African Development Bank
01 B. P. 1387
Abidjan 01
Côte d'Ivoire
Fax: 011-225-33-14-34

ASIAN DEVELOPMENT BANK (ADB)

Procurement opportunities are published in Development Business and Commerce Business Daily, both offering a brief description of the project, resulting procurement arrangements/opportunities, the executing agency, and relevant telephone numbers.

Contact: Asian Development Bank
P.O. Box 789
2330 Roxas Boulevard
Metropolitan Manila
Philippines 2800
011-632-711-3851

INTER-AMERICAN DEVELOPMENT BANK (IADB)

Procurement and project opportunities through the Inter-American Development Bank are published in Development Business, a United Nations publication and the IDB's Project Profiles. The announcements include a brief description of the project, resulting procurement arrangements/opportunities, the executing agency, and relevant telephone numbers.

Contact: Dan Martin
External Relations Office
Inter-American Development Bank
1300 New York Avenue, NW
Washington, DC 20577
(202) 623-1397

Marketing Opportunities: Private Trade and Investment Leads

U.S. DEPARTMENT OF AGRICULTURE FOREIGN AGRICULTURAL SERVICE (FAS)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

With 72 posts covering more than 100 countries, USDA's Foreign Agricultural Service (FAS) promotes U.S. food and agricultural exports through international trade shows and trade missions, provides information and counseling services, and offers trade credits and guarantees.

For instance, information on country agricultural outlook and trade opportunities can be obtained from the FAS network of counselors, trade officers, attachés, commodity analysts, and marketing specialists. Commodity and Marketing Programs and Export Credits, on the other hand, work to expand foreign markets for U.S. agricultural exports and to help U.S. businesses succeed overseas by providing financing to importing countries.

For more information about FAS and its programs, contact the appropriate FAS Commodity and Marketing Division listed below:

FAS Commodity and Marketing Divisions

Dairy, Livestock and Poultry	(202) 447-8031
Forest Products	(202) 382-8138
Grain and Feed Division	(202) 447-6219
Horticulture and Tropical Products	(202) 447-6590
Oilseed and Oilseed Products	(202) 447-7037
Tobacco, Cotton and Seeds	(202) 382-9516
High Value Products	(202) 447-6343

Agricultural Information and Marketing Services (AIMS)

Agricultural Information and Marketing Services (AIMS) matches U.S. food and agricultural firms with specific trade opportunities and contacts overseas. Marketing research reports, trade leads, product advertising, and listings of potential foreign buyers give U.S. businesses access to all AIMS resources. AIMS information and services can be obtained through the FAS Commodity and Marketing Divisions listed above.

Leads and Opportunities. AIMS links U.S. exporters with foreign buyers publishing information on foreign buyers and advertising U.S. export availability in the publications listed below.

Trade Leads -- AIMS compiles and publishes trade leads daily from buyers around the world seeking agricultural and food products. Over 4,000 trade leads per year are received and disseminated. Trade leads are published in the weekly FAS publication, Export Briefs. Firms must screen these leads on their own, however, as some leads offer more promise than others. (See Chapter 4 for further information on international contacts).

In addition, individual State Departments of Agriculture distribute some USDA trade leads, and the Journal of Commerce publishes some.

Contact: Sharon Green
Coordinator, Trade Leads
AIMS
U.S. Department of Agriculture Foreign Agricultural Service
14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7103

Export Briefs is a weekly bulletin of all trade leads received and processed by AIMS. The yearly subscription costs \$75. To receive a registration/order form, call (202) 475-3416.

In addition, daily access to trade leads is available electronically within 24 hours of their release. Agridata Resources, Inc. and Dialcom, Inc. offer this service for \$300-\$500 per year. To access the database, you need a personal

computer with a modem and communications software. Contact these companies directly to receive the service:

Agridata Resources, Inc.
330 East Kilbourn
Milwaukee, WI 53203
(800) 558-9044

Dialcom, Inc.
600 Maryland Ave., SW, Suite 307W
Washington, DC 20024
(202) 488-0550

The Buyer Alert program is an international product publicity service offered free to U.S. exporters to promote U.S. food and agricultural products to interested international buyers. Product announcements are transmitted weekly via Telenet to approximately 50 international markets and monthly in paper copy to 25 posts lacking telecommunication capabilities. Each announcement features a product description, indicator price (optional), and specific company information.

A prospective exporter may submit a Buyer Alert announcement for a maximum of two products each week. Each product announcement is run twice. AIMS also reserves the right to limit the number of announcements published per week for any firm. To utilize this service, you must submit one announcement form per product (see Appendix F for a sample form), along with your product announcement to the following address:

Contact: Linda Conrad
Buyer Alert Editor
AIMS
U.S. Department of Agriculture Foreign Agricultural Service
14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7103

U.S. DEPARTMENT OF COMMERCE (DOC)

14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-2000

The primary purpose of the Department of Commerce (DOC) is to support domestic and international commercial activities of U.S. businesses. The international aspect of DOC is coordinated by the International Trade Administration (ITA).

The ITA has three major components: International Economic Policy (IEP), U.S. and Foreign Commercial Service (US&FCS), and Trade Development (TD). ITA offers the Trade Opportunities Program (TOPS), which is designed specifically to help U.S. exporters find overseas trade leads.

Trade Opportunities Program (TOPS)

The Trade Opportunities Program, or TOPS, operates through DOC District Offices. The TOPS service provides companies with current trade leads from foreign firms seeking to buy or represent their products or services.

The trade leads information is available electronically and is also distributed by various private sector sources. For more information concerning TOPS, contact the individual below or your nearest DOC District Office directly (see Appendix C).

Contact: Donald Huber, Director
Information Management Division
Department of Commerce
14th & Constitution Avenue
Room 2106
Washington, DC 20230
(202) 377-2505

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1616 M Street, NW
Washington, DC 20527
(202) 457-7200

The Overseas Private Investment Corporation (OPIC), a self-sustaining U.S. government agency, works to foster economic growth in developing countries through the promotion of U.S. private investment.

Recognizing the potential risks involved as well as the hesitance of many businesses to enter developing-country markets, OPIC provides a range of financial and informational assistance programs that respond to the concerns of U.S. companies.

OPIC assists U.S. investors through three principal channels:

- 1) political risk insurance;
- 2) financial assistance in the form of direct loans and/or loan guarantees; and,
- 3) information and pre-investment services, including the Investor Information Service, Investment Missions abroad, and the Opportunity Bank.

Opportunity Bank

OPIC maintains a computer data system, called the Opportunity Bank, that can be accessed to help potential investors match their interests with business opportunities in developing countries. The Opportunity Bank, however, is limited to investment information and leads.

Application Process. To access the Opportunity Bank, a firm must submit a description of its business, the type of investment sought, and the developing country(ies) of interest. Upon request, this information will be matched to information submitted by foreign businesses seeking U.S. investors.

Cost. Domestic and foreign firms may register with the Opportunity Bank at no charge. There is a modest fee for matching requests. Detailed printouts of up to 10 projects listed in the Catalog Summary of Investment Opportunities are available for \$50. A sample registration form is shown in Appendix F.

Contact: Eric P. Luhmann
Manager
Pre-Investment Services
Overseas Private Investment Corporation
1616 M Street, NW
Washington, DC 20527
(202) 457-7200

PUBLICATIONS

A.I.D. Congressional Presentation. Describes in detail A.I.D. projects.

Cost: Free until the A.I.D. Contractor runs out of copies. If this occurs, the Contractor will charge \$0.20 per page for copying (roughly \$40.00 per volume).

Contact: Agency for International Development
320 21st Street, NW
Washington, DC 20523
(202) 647-3504

Business America. U.S. Department of Commerce. Biweekly. Each issue includes a how-to article for new exporters, a discussion of U.S. trade policy, news of government actions that may affect trade, and a calendar of upcoming shows, exhibitions, seminars, and international trade fairs.

Cost: Annual subscription is \$57. Order No.: S/N 703-011-00000-4.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

Commerce Business Daily. U.S. Department of Commerce. Lists daily contact names and phone numbers of trade opportunities and commodity needs of foreign governments. Also lists forthcoming U.S. Agency for International Development and regional development bank projects.

Cost: Annual subscription is \$243 (first-class postage), \$173 (second-class postage). Order No.: S/N 703-013-00000-7.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

Development Business. United Nations. Provides procurement information on projects financed by the World Bank, regional development banks, and other international organizations.

Cost: \$295 per year.

Contact: Development Business
The World Bank
N-2075
1818 H Street, NW
Washington, DC 20433
(202) 473-2939

Export Briefs. U.S. Department of Agriculture. Weekly bulletin. Publicizes all trade leads processed by USDA's Foreign Agricultural Service and information concerning product specifications, delivery deadlines, bid requirements, contact names and addresses, and changes in trade policy.

Cost: Annual subscription is \$75.00.

Contact: Lloyd Harbert
Acting AIMS Coordinator
U.S. Department of Agriculture Foreign Agricultural Service
Room 4649-S
Washington, DC 20250-1000
(202) 447-7103

Guide to Doing Business with A.I.D. Announces A.I.D. bids and lists sources for informational description of A.I.D.-financed projects and condition requirements. Primary emphasis of this publication is small and disadvantaged businesses.

Cost: Free.

Contact: Office of Small and Disadvantaged Business Utilization
Room 1400-A
USAID
Washington, DC 20523
(703) 875-1590

CHAPTER 2: MARKET INFORMATION AND RESEARCH

An initial survey of business opportunities arms you with the ability to target potential markets. Understanding the specifics of doing business in the target country(ies) requires an initial screening, followed by in-depth analysis of specific markets.

International marketing and investment can be very profitable. This can also be very risky. Time and money invested in the preliminary homework can have a high pay-off. Fortunately, a variety of government-financed programs can facilitate market research.

The agencies listed in this chapter (see Table II) offer a wide range of services and provide critical information, as well as the financial resources, to support additional analysis (discussed further in Chapter 5). Taking advantage of data and information collected with tax dollars makes good sense, whether a company market research staff or an outside consultant conducts the analysis.

A number of agencies and programs can provide specific country and product information on distribution channels, market segmentation, local suppliers, and licensing requirements. For example, the U.S. Small Business Administration's Export Information Service; the DOC; the OPIC; and the ARS, ERS, FAS publications and Commodity and Marketing Programs of the USDA.

How do I determine the international potential of my product in specific foreign markets?

How can I take advantage of government financing for prefeasibility and feasibility studies to explore specific project opportunities?

What is the overall economic and business climate in my target country?

What are the major economic trends? What do recent trade, finance, and investment studies say?

How do I find out...

What is consumed?

What is imported?

Who supplies it?

How much is locally produced?

... in my target market?

Who are potential competitors? What are their strengths and weaknesses? Do they manufacture or package locally? Do they have local partners or distributors?

What are the usual sales channels used? How are products packaged and priced?

Are there any impediments to selling my product, such as quotas, duties, or local regulations?

What are labelling, local content and local ownership regulations?

If you decide to conduct market research on your own, you may wish to take advantage of the various advisory services discussed below. Some are targeted at helping small and disadvantaged businesses, while others have a broader mandate. For example, A.I.D., the Export Counseling Service of DOC, and the U.S. Small Business Administration's export counseling, training, and legal advisory services may be helpful in answering questions like those shown above.

Table II

MARKET INFORMATION AND RESEARCH

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Commodity- and Product-Specific Information	DOC Trade Development	See Sector Contacts
	US&FCS	Janet Barnes (202) 377-5291
	Trade Information & Analysis	Linda Rule (202) 377-1316
	USDA	
	ARS	Dr. William Tallent (202) 447-3973
	ERS	Darnell Royster (202) 219-0515
	FAS <u>Attache</u> <u>Commodity Rpts.</u>	Robertha McLean (202) 382-9445
	CMP	See CMP Contacts
Country and Market Information	Bureau of the Census	Peter Johnson (301) 763-4811
	DOC	
	International Economic Policy	General Number (202) 377-3022
	Comparison Shopping	Bill Corfitzen (202) 377-8972
	USDA FAS <u>Backgrounders</u>	Sandy Johnson (202) 447-7937
	OPIC Market Information Kits	Investor Information (800) 424-6742
Special Programs and Services	A.I.D.	OSDBU/MRC (703) 875-1551
	DOC Export Counseling	See Appendix C
	Small Business Adm. Export Information	See Appendix D
	Export Counseling	See Appendix D
	USDA	Dugger Harris (202) 382-9498

Commodity- and Product-Specific Information

U.S. DEPARTMENT OF COMMERCE (DOC)

14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-2000

The primary purpose of the Department of Commerce (DOC) is to support domestic and international commercial activities of U.S. businesses. International trade issues are coordinated by the Department of Commerce's International Trade Administration (ITA), which has three major components: Trade Development (TD), the U.S. and Foreign Commercial Service (US&FCS), and the International Economic Policy (IEP) division, which will be discussed later in this chapter.

Trade Development

Trade Development is a program designed to assist U.S. industry on a sector-by-sector basis. The five sectoral units are automotive affairs and consumer goods, basic industries, capital goods and international construction, services, and textiles and apparel.

Within Trade Development, sector specialists work with representatives from industry and trade associations to target obstacles and identify trade opportunities by product, sector, and market. The organization develops plans for international marketing and policy negotiations and promotes exports of their individual industries via marketing seminars, trade missions, foreign buyer groups, business counseling, and market opportunities information. To access information and services provided by Trade Development, contact the appropriate sector specialist listed below.

Contact:

Sandy Zuckerman
Automotive Affairs & Consumer Goods
DOC Trade Development
(202) 377-2624

Becky Bernier
Services
DOC Trade Development
(202) 377-4071

Donald Trafton
Basic Industries
DOC Trade Development
(202) 377-2413

Art Garel
Textile and Apparel
DOC Trade Development
(202) 377-5078

Jerry Morse
**Capital Goods & International
Construction**
DOC Trade Development
(202) 377-5907

U.S. & FCS Commercial Information Management System (CIMS)

With a network of trade specialists in over 60 major U.S. cities and 120 offices abroad, the US&FCS can provide background information, market research, and business counseling to U.S. companies. The US&FCS's main arm is the Commercial Information Management Service.

The Commercial Information Management System (CIMS) tailors country- and product-specific packages, which include information on foreign economic and business climates; tariff and non-tariff barriers; import relations; domestic and foreign competition; individual competitor firms and competitive factors; distribution channels; promotion strategies; policies; and product standards and requirements.

The value of this service is that the information contained in each package can be used both to examine exports by product on a country basis and to analyze an industry or product line within a particular country.

It is important, however, that you have a clear idea of what you want to know about your target market as well as what you want to receive from the CIMS service. You should make sure that your firm's particular needs are addressed and that the CIMS staff answers your remaining questions about local agents, distribution systems, or import restrictions.

Contact: Janet Barnes
Director
Office of Commercial Information Management
International Trade Administration
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-5291

Trade Information and Analysis Office

The Trade Information and Analysis Office, a cross-sector department of the ITA's Trade Development Office, compiles and analyzes international trade and investment data to help U.S. businesses develop marketing strategies as well as export promotion activities. Moreover, it conducts economic analyses and provides industry statistics; trade, finance, and investment data; and studies.

Contact: Linda Rule
Staff Director
Trade Information and Analysis
International Trade Administration
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-1316

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

Within the broad array of services that USDA offers to U.S. agricultural product exporters, the most useful programs in terms of market research are the Agricultural Research Service (ARS), the Economic Research Service (ERS), the FAS' Backgrounders, and the Commodity and Marketing Programs.

Agricultural Research Service (ARS)

The Agricultural Research Service (ARS) offers country-by-country technical information that may be helpful to U.S. exporters. ARS also will consult individually with U.S. businesses on a variety of issues, including transportation, packaging, storage, refrigeration, animal and plant diseases, insect control, and pesticides.

Contact: Dr. William H. Tallent
Assistant Administrator for Cooperative Interactions
U.S. Department of Agriculture Agricultural Research Service
14th Street & Independence Avenue, SW, Room 358-A
Washington, DC 20250
(202) 447-3973

Economic Research Service (ERS)

The Economic Research Service (ERS) maintains files on:

- production and marketing of major commodities
- foreign agriculture and trade
- pricing data
- use, development, and conservation of natural resources
- overseas performance of the U.S. agricultural industry

ERS also publishes regional agriculture and trade reports, commodity outlook circulars, and a variety of research publications on country-specific issues. ERS will provide this information to farmers, farm organization members, farm suppliers, marketers, processors, consumers, legislators, and other public officials at the federal, state and local government levels.

For a list of recent ERS publications contact:

Mr. Darnell Royster
Information Division
USDA/ERS
1301 New York Avenue
Washington, D.C. 20005
(202) 219-0515

More specific information on ERS services, is available from the contacts listed below:

	<u>CONTACT</u>	<u>TELEPHONE</u>
Commodity Economics Division	Patrick O'Brien	(202) 219-0880
Agricultural and Trade Analysis Division	Bob Robinson	(202) 219-0700
Agricultural and Trade Policy	Vernon Roningen	(202) 219-0630
Agricultural and Trade Indicators	Ed Overton	(202) 219-0705
Centrally Planned Economies	Ken Gray	(202) 219-0621
Developed Market Economies	William Coyle	(202) 219-0610
Developing Economies	Gene Mathia	(202) 219-0680
U.S. Agricultural Policy	Harry Baumes	(202) 219-0689

Foreign Agriculture Service (FAS) Commodity Circulars and Attache Reports.

Department of Agriculture foreign attaches file regular reports with USDA in Washington. These are used to publish regular commodity circulars and a monthly magazine AqExporter, listed in the publications section of this chapter.

<u>Report Code</u>	<u>Title</u>	<u>Subscription Rate</u>
10002	Agricultural Trade Highlights	\$ 15.00
10022	World Cocoa Situation	5.00
10003	World Coffee Situation	7.00
10004	World Cotton Situation	24.00
10005	Dairy, Livestock & Poultry: Export Trade & Prospects	28.00
10006	Meat & Dairy Monthly Imports	22.00
10007	World Daily Situation	5.00
10008	World Livestock & Poultry Situation	8.00
10009	All 30 Dairy, Livestock & Poultry Reports	63.00
10010	World Grain Situation & Outlook	24.00
10011	Export Markets for U.S. Grain & Products	24.00
10013	USSR Grain Situation & Outlook	12.00
10014	All 32 Grain Reports	
10015	Horticultural Products Review	24.00

10016	World Oilseed Situation & Market Highlights	28.00
10017	U.S. Seed Exports	12.00
10018	World Sugar and Molasses Situation & Outlook; World Honey Situation	7.00
10019	World Tea Situation; U.S. Spice Trade; U.S. Essential Oil Trade	7.00
10020	World Tobacco Situation	26.00
10021	World Agricultural Production	24.00
10023	Wood Products: International Trade and Foreign Markets	10.00

For additional detail, private companies can also subscribe to the attaché reports. Currently, subscriptions to FAS Attache Commodity Reports are by commodity only. You cannot subscribe to a series of individual country reports at this time. Subscriptions for these published reports from USDA FAS attaches for a commodity or commodity group run for 12 months from June 1 or the date a check is received. Each subscription includes annual, semiannual, status, trade, and voluntary reports.

Cost. The following are the 1990/91 subscription rates for FAS Attache Commodity Reports. When ordering, include the report code, title, and a check made out to Foreign Agricultural Service. No special form is required.

<u>Report Code</u>	<u>Title</u>	<u>Subscription Rate*</u>
02	Cocoa	\$ 20.00
03	Coffee	40.00
04	Cotton	80.00
05	Dairy, Livestock, Poultry	310.00
06	Oilseeds and Products	380.00
08	Citrus	50.00
09	Fresh Deciduous Fruit	60.00
10	Dried Fruit	10.00
11	Grain & Feed	480.00
14	Tree Nuts	12.00
16	Canned Deciduous Fruit	18.00
17	Fresh & Processed Pineapple	14.00
19	Sugar & Molasses	90.00
20	Tea	10.00
21	Tobacco	130.00
22	Tomatoes & Tomato Products	10.00
24	Agricultural Situation	500.00
25	Honey	5.00
30	Market Promotion/Competition	30.00
32	Strawberries	2.00
33	Canned Mushroom	2.00
36	Canned Fruit & Vegetable Pack	5.00
55	Forest Products	100.00

*If you can pick up the Reports at the FAS office in Washington, DC, the subscription rate is one-half the prices listed. However, if you have an overseas address, the rate doubles. Send your order and check to:

Contact: Robertha McLean
Media and Public Affairs
U.S. Department of Agriculture Foreign Agricultural Service
Information Division
Room 4644, South Building
Washington, DC 20250-1000
(202) 382-9445

FAS Commodity and Marketing Program (CMP). FAS is responsible for maintaining global commodity statistics, reporting current commodity trends, and preparing analyses.

FAS provides three market research services for U.S. exporters. First, you can obtain valuable market information by commodity group (listed below).

Second, CMP is involved in coordinating promotional activities, primarily in conjunction with agricultural associations and exporting companies that agree to plan, manage, and contribute staff and funds to support these activities as part of the Market Development Cooperation Program.

In addition, the Foreign Market Promotion Program, with a \$30 million budget, finances the direct promotion of specific commodities through trade fairs and other activities. For more information, contact the appropriate Commodity and Marketing Division listed below:

FAS Commodity and Marketing Divisions

- Dairy, Livestock, and Poultry (202) 447-8031
- Forest Products (202) 382-8138
- Grain and Feed Division (202) 447-6219
- High Value Products (202) 447-6343
- Horticulture and Tropical Products (202) 447-6590
- Oilseed and Oilseed Products (202) 447-7037
- Tobacco, Cotton, and Seeds (202) 382-9516

Country and Market Information

Agency for International Development (A.I.D.)

In the process of planning U.S. foreign assistance to individual countries, A.I.D. missions compile a wide range of economic and policy data. Contact the agribusiness office in individual A.I.D. country missions, listed in Appendix C, for specific data and information requests as well as reports on investment incentives, trade and tax policies, agricultural market organization and policies, and specific projects being planned or implemented.

BUREAU OF THE CENSUS CENTER FOR INTERNATIONAL RESEARCH (CIR)

Scuderi Building
Washington, DC 20233
(301) 763-2870

The Center for International Research (CIR) works closely with public and private marketing specialists to stay abreast of the changing needs of U.S. businesses. CIR also helps U.S. companies identify potential markets overseas by making accessible its International Data Base (IDB). CIR compiles and maintains up-to-date global demographic and economic data in the International Data Base.

International Data Base (IDB)

The IDB is a computerized data bank containing demographic, economic, and social data for all countries, with rural as well as urban residential coverage. Sources include government agencies, foreign governments, and international organizations. However, most of the data is derived from censuses and surveys conducted by the government of the foreign country, which may or may not attest to the validity of the data. The Census staff makes some adjustments in the projections and analyses. The database includes the following information categories for all countries:

- Population -- urban/rural, age, and sex
- Vital rates, infant mortality, and life tables
- Health and nutrition
- Fertility and child survivorship
- Migrations/foreign-born and refugee data
- Provinces and cities
- Marital status and marriage/family planning
- Ethnic, religious and language groups
- Literacy and education
- Labor force, employment, income, and gross national product
- Household size and housing indicators

Cost. You may receive all information in the IDB for \$175. It is not possible to purchase a particular table or tables for selected countries at this time. For direct orders, call Lucy Litz, (301) 763-4811. For additional information, contact the person listed below.

Contact: Peter Johnson, Chief
Systems Analysis and Programming Staff
Bureau of the Census
Scuderi Building
Washington, DC 20233
(301) 763-4811

U.S. DEPARTMENT OF COMMERCE (DOC)

14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-2000

International Trade Administration (ITA)

The ITA is a primary source of trade assistance for U.S. businesses. By offering programs and services, such as the International Economic Policy division and Comparison Shopping Service, the ITA works to secure foreign customers for U.S. products and services.

International Economic Policy (IEP)

The International Economic Policy (IEP) division of the International Trade Administration may be a useful source of country-specific information. Country specialists on the IEP staff can provide general economic and political information on your country(ies) of interest.

IEP also counsels U.S. businessmen, in conjunction with the U.S. & Foreign Commercial Service (US&FCS), and alerts them to trade opportunities. In addition, IEP and US&FCS regularly arrange and conduct seminars on trade and investment opportunities in various countries.

For more information, ask for the appropriate IEP Country Desk Officer (by country) directly at (202) 377-3022. (See Appendix C for all IEP Country Desk Officers.)

Comparison Shopping Service (CSS)

ITA's Comparison Shopping Service (CSS) provides U.S. businesses with custom-tailored information packages on specific products in specific countries. The staff also conducts on-the-spot interviews or surveys to determine the sales potential of a company's product in a particular market and to discuss possible distribution channels, competitive factors, and qualified purchasers.

Eligibility. CSS will promote only products made in the United States. Products manufactured elsewhere will be considered only if 1) they are distributed and sold in the name of a U.S. company, and 2) the U.S. content of the product is more than 51 per cent of the value of the finished product.

Procedures. If you are interested in ordering a survey for your product, you will be asked to provide answers to the following questions:

- What is the product and how does it work?
- What special features, attributes, and advantages distinguish it from the competition?
- What is it used for?
- Who needs the product?

- How is this product typically distributed and marketed in the United States and (if known) in other countries?
- What types of firms or individuals should be contacted in the target country to respond to CSS survey questions (e.g. agents, distributors, retailers, physicians)?
- Are you currently represented in the market and if so, who is your agent?

Cost. Fees for CSS surveys range from \$500 to \$1,500, depending on the country being researched. See the table below.

Group A Countries--\$1,500 each

Canada	Korea	Switzerland	United Kingdom
Germany	Mexico	Taiwan	

Group B Countries--\$1,000 each

Argentina	Denmark	Italy	Singapore
Australia	Finland	Netherlands	Spain
Austria	France	New Zealand	Sweden
Belgium	Greece	Norway	Venezuela
			United Arab Emirates

Group C Countries--\$750 each

Brazil	Colombia	Hungary	Israel
Chile	Egypt	India	Ivory Coast
		Ireland	Pakistan

Group D Countries--\$500 each

Dominican Rep.	Kenya	Panama	South Africa
Guatemala	Kuwait	Peru	Thailand
Honduras	Malaysia	Philippines	Turkey
Indonesia	Morocco	Portugal	
Jamaica	Nigeria	Saudi Arabia	

Contact: Bill Corfitzen
 Coordinator
 Comparison Shopping Service
 International Trade Administration
 14th Street & Constitution Avenue, NW
 Washington, DC 20230
 (202) 377-8972

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

Economic Research Service (ERS)

ERS analysts produce a number of periodicals containing country information and data on agriculture and trade. Regional Situation and Outlook Reports on Western Europe, USSR, China, Pacific Rim and Developing Economies are available for \$12 annually.

ERS also publishes statistics on U.S. Agricultural exports and imports by product and destination in Foreign Agricultural Trade of the United States, issued bi-monthly. An annual subscription costs \$25.

These publications and a wide variety of ERS special studies can be order from:

ERS-NASS
P.O. Box 1608
Rockville, MD 20849-1608
1-800-999-6779

Foreign Agricultural Service (FAS)

Backgrounders. Backgrounders describe market prospects for U.S. food and farm products and are available at no cost. They provide information on the U.S. position in the country market, the competition, market trends, the marketing system, and labeling requirements for food products. They are available for:

Argentina	Japan
Canada	Kenya
Caribbean nations*	Korea
Chile	Malaysia
China	Mexico
Denmark	Netherlands
Ecuador	New Zealand
El Salvador	Norway
Egypt	Persian Gulf states**
Finland	Peru
France	Philippines
Germany, West	Portugal
Greece	Saudi Arabia
Guatemala	Singapore

*Dominican Republic, Haiti, and Jamaica

**Bahrain, Kuwait, Oman, Qatar, and United Arab Emirates

Honduras
Hong Kong
Indonesia
Ireland
Israel
Italy

Spain
Sweden
Switzerland
Taiwan
Thailand
United Kingdom
Venezuela

Contact: Sandy Johnson
Information Division
FAS/USDA, Room 5922-S
Washington, DC 20250-1000
(202) 447-7937

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1616 M Street, NW
Washington, DC 20527
(202) 457-7200

Investor Information Service (IIS)

In addition to the Opportunity Bank mentioned earlier and its financial and loan guarantee services, the Investor Information Service (IIS) at OPIC offers timely and useful information on over 100 developing countries and 16 geographic regions in the form of market kits. The IIS, OPIC's information clearinghouse, provides easy one-stop shopping for basic information on a country's economic, business, and political environment.

The data compiled into market "kit" form are gathered from various U.S. government agencies, foreign governments, and international organizations. In general, the kits cover the economies, trade laws, business regulations and attitudes, political climate, and specific investment incentives offered by particular developing countries. Each kit contains the following country-specific publications:

- **Background Notes** (U.S. Department of State) - Briefly describes the land, people, history, government, political conditions, economy, and foreign relations.
- **Foreign Economic Trends and Their Implications for the United States** (U.S. Department of Commerce, International Trade Administration) - Examines the economic and financial environments of a country, and explains how they affect U.S. businesses overseas.
- **Overseas Business Reports** (U.S. Department of Commerce, International Trade Administration) - Describes trade patterns, industry trends, distribution and sales channels, infrastructure, natural resources, and general trade regulations.
- **Post Report** (U.S. Department of State) - Practical information on living and traveling in the country.

- **Investment Climate Statement** (U.S. Embassy in the country) - Explains laws, policies, and major changes in the country's economic climate that affect U.S. investments.
- **Foreign Labor Trends** (Department of Labor) - Reviews employment trends, union activities, and relations among labor, government, and industry.
- **Travel Advisories** (U.S. Department of State) - Travel conditions, restrictions and document requirements.
- **Maps** (U.S. Department of State and other agencies) - Describes transportation networks, economic activities, and land utilization.
- **Foreign publications** (from foreign government trade and investment authorities) - Discusses legal codes, business regulations, and investment incentives.

This information is supplemented by an OPIC package that further describes the organization itself, other OPIC programs, and additional publications put out by U.S. government agencies and international organizations, such as A.I.D. and DOC, the Export-Import Bank of the United States (EXIM), and the International Finance Corporation (IFC).

Cost. The information kits vary in cost, depending on whether they cover a region or a country. Regional kits range from \$80 to \$420, although the majority cost roughly \$100. Country kits range between \$15 and \$45. Individual prices are listed on the order form in Appendix F.

Coverage. Individual kits are available from the IIS for the following countries and areas:

Country Kits

Antigua/Barbuda	Kenya
Argentina	Korea
Bahamas, The	Lebanon
Bahrain	Lesotho
Bangladesh	Liberia
Barbados	Madagascar
Belize	Malawi
Benin	Malaysia
Bolivia	Mali
Botswana	Malta

Country Kits (Continued)

Brazil
British Virgin Islands
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
China
China (Taiwan)
Colombia
Congo
Costa Rica
Côte d'Ivoire
Cyprus
Djibouti
Dominica
Dominican Republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
French Guiana
Gabon
Gambia, The
Ghana
Greece
Grenada
Guatemala
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
India
Indonesia
Ireland/N. Ireland
Israel
Jamaica
Jordan

Mauritania
Mauritius
Montserrat
Morocco
Mozambique
Nepal
Netherlands Antilles & Aruba
Niger
Nigeria
Oman
Pakistan
Philippines
Poland
Portugal
Qatar
Rwanda
Sao Tome & Principe
Saudi Arabia
Senegal
Sierra Leone
Singapore
Somalia
Sri Lanka
St. Christopher & Nevis
St. Lucia
St. Vincent/Grenadines
Sudan
Swaziland
Syria
Tanzania
Thailand
Togo
Trinidad & Tobago
Tunisia
Turkey
Uganda
Uruguay
Yemen Arab Republic
Yugoslavia
Zaire
Zambia

Regional Kits

Caribbean
Central America
Official Caribbean Basin Initiative-Designated Countries
South America
Europe

Regional Kits (Continued)

Indian Sub-continent
Middle East
ASEAN Nations
East Asia
Pacific Islands
Pacific Rim
West Africa
North Africa
Central Africa
Southern Africa
Continental Africa

A sample order form, listing specific country or region and corresponding prices, is shown on the OPIC order form in Appendix F. You may request further information and an order form from the following address:

Investor Information Service
Overseas Private Investment Corporation
P.O. Box 19817
Atlanta, GA 30384
(800) 424-6742

Special Programs and Services

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

320 21st Street, NW
Washington, DC 20523
(202) 647-3504

Office of Small and Disadvantaged Business Utilization/Minority Resource Center (OSDBU/MRC)

The OSDBU/MRC is A.I.D.'s advocate for small and disadvantaged U.S. businesses. It ensures that U.S. small, minority-owned, or women-owned firms receive equal opportunity for appropriate consideration for A.I.D.-financed procurements for goods and services.

Moreover, the OSDBU/MRC, in accordance with the Gray Amendment, guarantees that 10 percent of A.I.D.'s Development Assistance and Sahel Funds are set aside for socially and economically disadvantaged firms, Historically Black Colleges and Universities (HBCUs), and minority-owned private voluntary organizations (PVOs).

The OSDBU/MRC also serves as an information clearinghouse for U.S. businesses, organizations, and institutions and maintains the A.I.D. Consultant Registry Information System (ACRIS). ACRIS is a data base of more than 2,000

companies, organizations, institutions, and individual consultants that have the interest and capability to fulfill A.I.D. project requirements.

To find out more about OSDBU/MRC, contact:

Contact: Technical Assistance Projects and Commodities
OSDBU/MRC
Agency for International Development
Washington, DC 20523
(703) 875-1551

U.S. DEPARTMENT OF COMMERCE (DOC)

14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-2000

Export Counseling

Trade specialists in the U.S. and Foreign Commercial Services (US & FCS) Division of the ITA are available for individual counseling at US&FCS district offices. Walk-in appointments are also available at the ITA's Washington, DC office. For an appointment or additional information, contact your district office directly (see Appendix C).

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

1441 L Street, NW
Washington, DC 20416
(800) 368-5855

The Small Business Administration (SBA), through its Office of International Trade, assists U.S. small businesses in matters specifically related to exporting. U.S. companies receive information from SBA through conferences, seminars, publications, and consultations. SBA also grants financial support to small business exporters in the form of loans and loan guarantees.

As far as market research is concerned, SBA services that are most useful to U.S. exporters are those offered by the Export Information Service, Export Counseling, Export Training, and Export Legal Assistance Network.

SBA Eligibility

To be eligible for SBA programs and services, a business must qualify as small under SBA size standard guidelines. The following describes the base number below which a business is considered small:

Wholesale	Maximum of 100 employees for preceding 12 months.
Retail	Average annual receipts less than \$3.5 million for last three years.
Service	Average annual receipts less than \$3.5 million for last three years.

Construction Average annual receipts for last three years do not exceed an average of \$9.5 million. Special trade construction is limited to \$7 million.

Manufacturing The average number of employees per pay period for the last year does not exceed an average of 500. This includes part-time and temporary employees.

The Small Business Act excludes the following businesses:

- Newspapers, magazines, movie theaters, operators of commercial radio and television stations, theatrical productions, book publishers, film, record or tape distributors, or other firms dealing in the creation, origination, expression, or distribution of ideas, values, thoughts, or opinions. Producers, importers, exporters, retailers or distributors of communications such as greeting cards, books, sheet music, pictures, posters, films, tapes, live broadcasts or other performances and recordings of musical programs, are ineligible.
- Non-profit enterprises, with the exception of sheltered workshops.
- Floor planning.
- Gambling.
- Speculation in any kind of property, real or personal, tangible or intangible.
- Illegal activities.

In addition applications are not accepted from persons currently incarcerated, or on probation or parole.

Export Information Service (XIS)

The Export Information System (XIS) will help any small U.S. business determine its export potential on the world market by making an initial assessment of global markets for the company's particular commodity or manufactured product.

XIS also provides companies with data on approximately 2,700 Standard International Trade Classification (SITC) product categories in its XIS Product Reports and XIS Country Reports.

The XIS Product Reports include lists of the 25 largest importing markets for a specific product or service and the top 10 U.S. markets by market share, as well as a discussion of the trends and foreign competitive atmosphere in that market.

In addition, XIS Country Reports provide information on the top 20 products being imported into a specific country, the top 10 U.S. products being exported to the country by sales volume, and the top 10 U.S. products being imported into the country by market share. These data help exporters determine the products with the greatest import demand in individual countries.

For more information on the XIS, contact your nearest SBA district office (see Appendix D).

Export Counseling

Export Counseling offers one-on-one consultations by trade specialists in SBA regional and district offices. The consultations generally involve discussion of government programs as sources of information and financial assistance. More importantly for first-time exporters, however, is that SBA specialists will help guide you through the export process. For additional information, contact your local SBA office (see Appendix D).

Export Training

The Export Training Program co-sponsors training seminars with the Department of Commerce, other federal agencies, and various private sector international trade organizations. The training programs are conducted by experienced and successful traders and exporters. To learn more about this service, call your local SBA office (see Appendix D).

Legal Advice

Through a special arrangement with the Federal Bar Association, the Export Legal Assistance Network (ELAN) offers free, one-time consultations on the legal aspects of exporting to small- and medium-sized businesses that want to begin exporting. Qualified attorneys from the International Law Council of the Federal Bar Association conduct the consultations in over 40 cities.

Contact: Juanita Weaver
U.S. Small Business Administration Office of International Trade
1441 L Street, NW
Washington, DC 20416
(202) 653-6822

U.S. DEPARTMENT OF AGRICULTURE FOREIGN AGRICULTURAL SERVICE (FAS)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

Minority and Small Business Export Program

The Minority and Small Business Export Program of (FAS) was established to help small- and minority-owned agricultural-related U.S. businesses export their commodities. This program provides a mechanism by which small and minority businesses, with FAS assistance, can more effectively compete in the global trade arena.

The minority and small business export office supports interested businesses in marketing their products overseas by helping firms to:

- Identify, develop, and evaluate regional and country market-oriented promotional programs;
- Identify, plan, and execute foreign trade exhibitions and coordinate appropriate follow-up and follow-through;
- Develop long- and short-term objectives;
- Identify available resources to create export opportunities for U.S. agricultural products; and
- Gain technical expertise.

Eligibility. A company can participate in the Minority and Small Business Export Program if it meets the following criteria:

- A small firm that is not minority-owned must have an annual gross income of \$5 million or less and no more than 25 full-time employees.
- A minority or small company must register with the FAS Minority and Small Business Export Program Coordinator at least six months prior to participant recruitment for the scheduled exhibit or overseas promotional activity.
- A minority or small firm's products to be shown at the exhibit must be composed principally of ingredients produced in the U.S. If its ingredients are produced mainly outside the U.S., they must be processed in the U.S. and must not compete with food ingredients grown in the U.S. (coffee, tea, and cocoa, for example).
- All participants must provide a qualified, full-time sales representative to sell and promote the company's products.

Contact: Dugger Harris
Coordinator
Minority and Small Business Export Program
U.S. Department of Agriculture Foreign Agricultural Service
Room 4951-South Building
Washington, DC 20250-1000
(202) 382-9498

PUBLICATIONS

A Basic Guide to Exporting. U.S. Department of Commerce. Offers detailed information on developing an export strategy, market research, pricing, shipping overseas, export documentation, using an export management company, antitrust regulations, copyrights, trade secrets and patents, licensing, joint ventures and government assistance to exporters.

Cost: \$8.50 per copy. Order no.: S/N 003-009000487-0.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

AqExporter. USDA's Foreign Agricultural Service. Monthly. Each issue contains news and background information on export marketing, analyses of conditions that may affect U.S. agricultural trade, and details on agricultural export expansion programs.

Cost: Annual subscription is \$13. Order No.: S/N 701-027-000001.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

Atlas of United States Foreign Relations. Department of State. Annual. Contains information on U.S. foreign relations, international organizations, world economy, trade, investment, development assistance, and national security.

Cost: \$5.00 per Atlas. Order No.: S/N 044-000-02102-1.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

Overseas Business Reports. International Trade Administration, Department of Commerce. Periodical. Provides marketing information, trade projections, statistics, regulations, and market profiles.

Cost: Annual subscription is \$14.00. Order No.: S/N 803-007-00000-4.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402

Trade Policies and Market Opportunities for U.S. Farm Exports. USDA Foreign Agricultural Service. Annual. This report describes agricultural production and trade policies of more than 100 countries. It identifies programs that impede exports from the U.S. and market opportunities for U.S. agricultural exports.

Cost: Free.

Contact: U.S. Department of Agriculture
Foreign Agricultural Service
Information Division
Room 5918-S
Washington, DC 20250-1000
(202) 447-7937

Foreign Agricultural Circulars. USDA's Foreign Agricultural Service. Monthly. Includes production and trade data, specialized reports on major commodities, and monthly statistical reports on commodities in world trade.

Cost: \$5-28.00, depending on commodity.

Contact: Robertha McLean
Media and Public Affairs
U.S. Department of Agriculture Foreign Agricultural Service
Information Division
Room 4644, South Building
Washington, DC 20250-1000
(202) 382-9445

World Agricultural Production. USDA's Foreign Agricultural Service. Periodical. Reports estimates on the production of rice, oilseeds, coarse grains, wheat, and cotton in major countries and selected regions of the world.

Cost: Annual subscription is \$24.00.

Contact: Robertha McLean
Media and Public Affairs
U.S. Department of Agriculture Foreign Agricultural Service
Information Division
Room 4644, South Building
Washington, DC 20250-1000
(202) 382-9445

World Fact Book. Central Intelligence Agency. Annual. Provides current and projected data on the geography, people, government, economy, communications, and defense forces of every country in the world. It also includes charts on the United Nations system and international organizations, as well as regional maps.

Cost: \$19.00 per copy. Order No.: S/N 041-015-00163-9.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

World Population Profile. A.I.D.'s Bureau for Science and Technology.
Includes information on global and regional demographic estimates and projections.

Cost: \$7.50 per copy. Order No.: S/N 003-024-07074-0.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

CHAPTER 3: REGULATIONS, REQUIREMENTS, AND LICENSING

Labeling requirements, health, safety, and quality standards, intellectual property protection, and other regulations set by importing countries can present problems for businesses beginning to export and invest internationally.

A number of government agencies sponsor programs that help guide companies through this maze of red tape.

The Commerce Department's Bureau of Export Administration (BXA), for example, concentrates on export licensing, technology, and policy analysis. BXA provides U.S. companies that are applying for export licenses with information on the requirements and standards of the importing country.

The Department of Agriculture Animal and Plant Health Inspection Service (APHIS) and Food Safety Inspection Service (FSIS) can help firms meet regulations and inspection, as well as certification requirements for exports and imports. The USDA Foreign Agricultural Service (FAS) focuses on agricultural commodities and products for export. FAS agricultural attaches and trade offices can assist with local regulations and labeling requirements for exports of processed products. And, on a more global note, the agriculture negotiations in the Uruguay Round are addressing health and safety standards that sometimes become barriers to trade.

Companies considering exports and investments involving technology transfer should examine target country policies toward intellectual property. The protection of intellectual property -- patents, copyrights, trademarks and trade secrets -- varies considerably around the world. In an attempt to standardize and improve intellectual property protection worldwide, a negotiating group on trade-related aspects of intellectual property rights (TRIPs) is working to strengthen protection in the Uruguay Round of Multilateral Trade Negotiations. On the domestic front, the U.S. Trade Representative's Office has taken steps to

How do I find out about labeling requirements and product standards for specific foreign markets?

Do my products need to be inspected and certified?

How do I get samples into a country when I want to make a sales call or participate in a trade show?

What requirements in terms of local ownership, or limitations on repatriation of capital and profits will affect a potential investment or joint venture?

Which U.S. agencies will help me comply with the foreign government regulations?

What are the country's policies toward intellectual property?

Does the country recognize patents, and will the coverage be the same as my U.S. patent?

negotiate with trading partners and encourage policy changes by placing "offending" countries on a "watch list" under the 1988 Trade Act. To date, 36 countries with weak patent protection have been placed on the "watch list."

A number of reference sources are listed at the end of this chapter, including Foreign Business Practices: Materials on Practical Aspects of Exporting, International Licensing and Investing, which describes treaties and laws protecting patents and trademarks in addition to licensing and joint venture agreements and antitrust exemptions in foreign countries. Guidance on the foreign country's policies toward patents, trademarks, copyrights, and trade secrets is available from BXA and the Small Business Administration.

Another source of information for investors as well as intellectual property exporters/manufacturers is the country market kit put out by the Overseas Private Investment Corporation (OPIC). Each kit contains foreign publications that address intellectual property protection issues and briefly outline the country's legal system and guidelines on investment and other business practices.

Table III REGULATIONS, REQUIREMENTS & LICENSING

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Regulations Governing Sales, Exports	USDA	Technical Office (301) 344-2651
	DOC Bureau of Export Administration	NCSCI line (301) 975-4040
	Codex Alimentarius	FSIS/USDA (202) 447-5714
Local Investment Regulations -- local ownership, taxation, repatriation of profits, labor	A.I.D.	
	DOC	NCSCI line (301) 975-4040
	OPIC	Investor Information Service (800) 424-6742
	Small Business Administration	Juanita Weaver (202) 653-6822
	Country Embassies, Business Councils	
	See your tax advisor	
Protecting Intellectual Property	OPIC	Investor Information Service (800) 424-6742
	See your attorney	

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

Bureau for Europe and the Near East
Room 4440 New State
Washington, DC 20523-0053
(202) 647-7201

A.I.D. country missions maintain a growing network of country-level contacts who can help agribusiness representatives learn the local regulations and requirements. While A.I.D. does not provide services to businesses on the same basis as agricultural and commercial attaches, it does support analysis of regulations affecting the business climate and understanding and compliance with local requirements. A.I.D. programs directed at policy reform in individual countries can also benefit from business input on the major bottlenecks and constraints that should be addressed.

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

All meat and most poultry shipped to foreign countries must be accompanied by an official USDA export certificate. USDA reinspects meat and poultry at the time of export certification to ensure that the products are sound, properly labeled, inspected and approved by USDA, and in compliance with the requirements of the importing country.

Routine export certifications are free. If the country of destination requires special certifications, however, a modest fee is charged.

USDA also inspects and certifies that live plants, plant products, and live animals meet the health and sanitation requirements of the importing country.

USDA's Technical Office maintains close contact with all government regulatory agencies on issues related to certification, food additives, pesticides, and food contaminants. If specific problems or concerns arise, the Technical Office puts U.S. exporters and importers in touch with trade and standard specialists.

Contact: USDA Technical Office
Building 1072, BARC-East
Beltsville, MD 10705
(301) 344-2651

Animal and Plant Health Inspection Service (APHIS)

APHIS offers potential exporters information on health and sanitation standards for animals, plants, and agricultural products entering and exiting the United States. APHIS publications can be obtained from the address below.

Contact: USDA/APHIS/PDBM
6505 Bellcrest Rd., G-110
Hyattsville, MD 20782
(301) 436-8413
Fax (301) 436-8445

Agricultural Research Service (ARS)

The Agricultural Research Service (ARS) publishes studies on insect control, control of pesticide residues, and the best ways to select, pack, and ship for export. (See Chapter 2 for additional information on ARS.)

Contact: Information Staff
ARS/USDA
Room 107, Building 005, BARC-West
Beltsville, MD 20705
(301) 344-2264

Food Safety and Inspection Service (FSIS)

The Food Safety and Inspection Service makes sure that meat and poultry products are properly labeled and U.S. inspected and approved. The Food Quality Acceptance Service ensures, on a fee basis, that any product shipped overseas meets contract specifications.

FSIS coordinates the U.S. government participation in the Codex Alimentarius Commission (Codex) a mechanism for encouraging common technical food safety standards and fair trade internationally.

Contact: Deputy Administrator
Food Safety and Inspection Service
USDA
Room 341-E, Administration Building
Washington, DC 20250
(202) 447-3473

Foreign Agricultural Service (FAS) Export Product Review Program

The FAS Export Product Review Program provides exporters with complete and timely information on specific foreign country labeling regulations, food additive and ingredient restrictions, and product standards.

The Export Product Review, however, is not a formal product/label clearance service. The FAS supplies information and advice only on a product's admissibility and marketability.

Specific product information is also sent to the appropriate U.S. agricultural official for the foreign government to determine whether to admit a product or to approve it provided certain changes are made.

Eligibility. Only U.S.-based firms are eligible for this service. Products submitted for review must be 50 percent or more U.S. agricultural products or contain at least 50 percent food ingredients of U.S. origin based on volume. The product label must indicate that the products are produced or processed in the United States.

Cost. An Export Product Review evaluation costs \$75 per product per country. Firms are limited to a maximum of 15 product evaluations per country. Completion time for each evaluation varies by country based on the following factors:

- The government's food regulations
- Availability of regulations in English (additional time is required for translations)
- Number and type of product labels being evaluated
- Complexity of regulations and originality of product in the particular foreign market
- Time needed by U.S. firm to provide all necessary information on the product(s) under evaluation

Contact: Audrey Talley
Director
Export Product Review Program
Foreign Agricultural Service
Room 4944-South Building
Washington, DC 20250
(202) 475-3408 or 475-5899
Fax: (202) 472-4374

U.S. DEPARTMENT OF COMMERCE (DOC)

14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-1455

The Bureau of Export Administration (BXA) is DOC's newest agency established to direct U.S. export control policy. BXA monitors export licensing, technology, policy analysis, and foreign availability determinations; investigates breaches of U.S. export control laws; and administers anti-boycott provisions of the Export Administration Act.

BXA can facilitate the export licensing process through the Export License Application and Information Network (ELAIN) and the System for Tracking Export License Application (STELA).

Within DOC's National Bureau of Standards, the National Center for Standards and Certificates Information (NCSCI) is the government's storage center for standard-related information.

Export License Application and Information Network (ELAIN)

Export license applications may be submitted directly to BXA through your computer via CompuServe on the License Application and Information Network. DOC officials review, process, and issue licenses electronically.

Contact: Office of Administration
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-4811

System for Tracking Export License Application (STELA)

STELA enables you to check the status of your license by using a touch-tone telephone.

Contact: Office of Administration
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-42752

National Bureau Of Standards

To enable U.S. exporters to better conform to foreign national requirements, standards, and testing and certification requirements, the National Center for Standards and Certification Information (NCSCI) maintains two information lines, the NCSCI line and the GATT (General Agreement on Tariffs and Trade) Hotline.

The NCSCI line -- (301) 975-4040 -- is for general information regarding standards and procedures. The GATT Hotline -- (301) 975-4041 -- is a recorded message that reports the latest notifications that may affect a U.S. exporting company.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1616 M Street, NW
Washington, DC 20527
(202) 457-7200

The Overseas Private Investment Corporation (OPIC) encourages U.S. private investment and initiative in developing countries. The goal is to promote economic growth and development in those countries by offering informational and financial services to U.S. businesses.

In addition to its political risk insurance and financial assistance programs, the Investor Information Service provides companies with key information on business regulations and intellectual property protection in foreign countries. Although the title is Investor Information Service, the OPIC program offers valuable information to any firm interested in conducting business overseas.

For instance, the OPIC market kits contain general and specific information, data, and materials on the political, social, and economic climate of a particular country or region. Each kit also has a collection of domestic and foreign publications that give further insight into the business climate and legal codes of your target market(s).

Market Information Kits

In addition to its financial and loan guarantee services, OPIC's Investor Information Service offers timely and useful information on over 100 developing countries and 16 geographical regions in the form of kits. An information clearinghouse, provides companies with easy one-stop shopping for basic information on national economic, business and political environments.

The data compiled into kit form are gathered from U.S. government agencies, foreign governments, and international organizations. In general, the kits cover the economies, trade laws, business regulations and attitudes, political climate, and specific investment incentives of particular developing countries. Each kit contains the following country-specific publications:

- **Background Notes** (U.S. Department of State): Describes land, people, history, government, political conditions, economy, and foreign relations.
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- **Overseas Business Reports** (U.S. Department of Commerce, International Trade Administration): Describes trade patterns, industry trends, distribution and sales channels, infrastructure, natural resources, and general trade regulations.
- **Post Report** (U.S. Department of State): Offers practical information on living and traveling in the country.
- **Investment Climate Statement** (U.S. Embassy in the country): Explains laws, policies, and major changes in the country's economic climate that affect U.S. investments.
- **Foreign Labor Trends** (Department of Labor): Reviews employment trends, union activities, and relations among labor, government, and industry.
- **Travel Advisories** (U.S. Department of State): Describes travel conditions, restrictions, and document requirements.
- **Maps** (U.S. Department of State and other agencies): Describes transportation networks, economic activities, and land utilization.

- **Foreign publications** (from foreign government trade and investment authorities): Outlines legal codes, business regulations, and investment incentives.

This information is supplemented by an OPIC package that further describes the organization itself, its programs and other publications of various U.S. government agencies and international organizations involved in international trade and investment, including A.I.D., DOC, the Export-Import Bank of the United States (Eximbank), and the International Finance Corporation (IFC).

Cost. The cost of an information kit depends on whether it covers a region or a country. Regional kits range from \$80 to \$420, although the majority cost roughly \$100. Country kits cost between \$15 and \$45. Individual prices are listed on the order form in Appendix D.

Coverage. Individual kits are available from the Investor Information Service for the following countries and areas:

Country Kits

Antigua/Barbuda	Kenya
Argentina	Korea
Bahamas, The	Lebanon
Bahrain	Lesotho
Bangladesh	Liberia
Barbados	Madagascar
Belize	Malawi
Benin	Malaysia
Bolivia	Mali
Botswana	Malta
Brazil	Mauritania
British Virgin Islands	Mauritius
Burkina Faso	Montserrat
Burundi	Morocco
Cameroon	Mozambique
Cape Verde	Nepal
Central African Rep.	Netherlands Antilles & Aruba
Chad	Niger
China	Nigeria
China (Taiwan)	Oman
Colombia	Pakistan
Congo	Philippines
Costa Rica	Poland
Cote d'Ivoire	Portugal
Cyprus	Qatar
Djibouti	Rwanda
Dominica	Sao Tome & Principe
Dominican Republic	Saudi Arabia
Ecuador	Senegal
Egypt	Sierra Leone
El Salvador	Singapore

Country Kits (Continued)

Equatorial Guinea	Somalia
French Guiana	Sri Lanka
Gabon	St. Christopher & Nevis
Gambia, The	St. Lucia
Ghana	St. Vincent/Grenadines
Greece	Sudan
Grenada	Swaziland
Guatemala	Syria
Guinea	Tanzania
Guinea-Bissau	Thailand
Guyana	Togo
Haiti	Trinidad & Tobago
Honduras	Tunisia
Hungary	Turkey
India	Uganda
Indonesia	Uruguay
Ireland/N. Ireland	Yemen Arab Rep.
Israel	Yugoslavia
Jamaica	Zaire
Jordan	Zambia

Regional Kits

Caribbean
Central America
Official Caribbean Basin Initiative-Designated Countries
South America
Europe
Indian Sub-continent
Middle East
ASEAN Nations
East Asia
Pacific Islands
Pacific Rim
West Africa
North Africa
Central Africa
Southern Africa
Continental Africa

A sample order form, listing specific country as well as regional kits and their corresponding prices, appears in Appendix F. Contact the following address directly to receive further information and an order form:

Investor Information Service
Overseas Private Investment Corporation
P.O. Box 19817
Atlanta, GA 30384
(800) 424-6742

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

1441 L Street, NW
Washington, DC 20416
(800) 368-5855

Export Legal Assistance Network (ELAN)

Through a special arrangement with the Federal Bar Association, the Export Legal Assistance Network (ELAN) offers to small- and medium-sized businesses that are new to the export business, free one-time consultations on the legal aspects of exporting. Qualified attorneys from the International Law Council of the Federal Bar Association conduct the consultations in over 40 cities.

Contact: Juanita Weaver
U.S. Small Business Administration
Office Of International Trade
1441 L Street, NW
Washington, DC 20416
(202) 653-6822

PUBLICATIONS

Customs Bulletin. Weekly. Proposed and final amendments to Customs Regulations, notices relating to international trade decisions and decisions of the U.S. Court of International Trade and U.S. Court of Appeals of the Federal Circuit.

Cost: Annual subscription is \$62. Order No.: S/N 748-002-00000-6.

Contact: Superintendent of Documents
United States Government Printing Office
Washington, DC 20402
(202) 783-3238

Foreign Business Practices: Materials on Practical Aspects of Exporting, International Licensing and Investing. Information on foreign agents and distributors, treaties, and laws protecting patents and trademarks in foreign countries, licensing and joint venture agreements, and antitrust exemptions.

Cost: \$3.50 per copy. Order No.: S/N 003-009-00460-8.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

The National Trade Estimate Report on Foreign Trade Barriers. Office of the U.S. Trade Representative. Annual. Reports on the most significant barriers of U.S. trading partners.

Cost: \$17 per copy.

Contact: Superintendent of Documents
United States Government Printing Office
Washington, DC 20402
(202) 783-3238

Treaties in Force: A List of Treaties and Other International Agreements of the United States in Force on January 1, 1987. State Department. Annual. Information on the bilateral and multilateral agreements in effect as of January 1, 1987. The appendix includes a list of documents affecting international copyrights.

Cost: \$16 per copy. Order No.: S/N 044-000-02183-8.

Contact: Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402
(202) 783-3238

CHAPTER 4: IDENTIFYING AND SCREENING LOCAL CONTACTS

For many firms, finding and screening potential clients and business partners in prospective overseas markets is one of the most difficult tasks involved in overseas exporting and investing.

A.I.D., DOC, OPIC, the Small Business Administration, and a number of other state and federal agencies offer opportunities for businesses to participate in trade fairs and trade and investment missions to a wide range of countries. As pointed out in Chapter 2, many of these agencies also provide assistance in developing and following up trade leads. While all these sources can be useful, businesses regularly report that agency representatives can not screen contacts to assure that they represent solid leads.

Many U.S. exporters and investors have also found that establishing contacts before arriving at a trade fair and following up afterwards are essential steps. In addition to trade leads, some potential contacts can be identified and screened through the Commerce Department's World Traders Data Report and The Agriculture Department's Foreign Buyer Lists.

One indirect method of developing foreign contacts is through personal acquaintances with international business visitors who come to the United States on government-sponsored training and internship programs. A.I.D.'s Entrepreneurs International Program, for example, brings foreign business representatives to the U.S. for two to 12 weeks to work with selected U.S. businesses.

How do I identify and screen trade leads and potential business associates in other countries?

What are the pros and cons of trade fairs and trade and investment missions for establishing initial contacts?

How do I find out about a potential client's or business partner's financial condition, general reliability and standing in the local business community?

Table IV IDENTIFYING & SCREENING LOCAL CONTACTS

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Identifying and Screening Local Contacts	A.I.D.	See Appendix C
	USDA	See below and Chapter 1
	DOC	U.S.&F.C.S., (202) 377-5777
Data Bases Trade Fairs Trade and Investment Missions	USDA	Betsy Offutt, (202) 447-6343
	DOC	See Appendix A
	MIGA	Ghassan El-Rifai, (202) 473-6162
	OPIC	Eric P. Luhmann, (202) 331-4234
	Small Business Administration	Sheryl J. Swed, (202) 653-7794

Identifying and Screening Local Contacts

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

Europe and the Near East Bureau
Room 4440 New State
Washington, D.C. 20523-0053
(202) 647-7201

A.I.D.-supported business organizations and trade associations in individual countries may help find contacts and information on some of the trade leads and contacts made through other channels. See Appendix E for a list of A.I.D. Country Mission contacts. Moreover, A.I.D. brings foreign nationals to the U.S. for training and internship programs, such as those listed below.

Entrepreneurs International

A.I.D. offices in over 60 developing countries select entrepreneurs to participate in the Entrepreneurs International program. Its objectives are to strengthen business, cultural, and personal relations between countries and to enhance entrepreneurial spirit in the United States and abroad.

These entrepreneurs seek on-the-job training in the United States in management, production, marketing, and technology in areas such as agribusiness, food processing, hotels and tourism, telecommunications, banking and finance, small-scale manufacturing, health and beauty products, shipping, fisheries, computer technology, and engineering and construction.

A.I.D. attempts to carefully match entrepreneurs with U.S. companies in an effort to further both development and U.S. business interests. A.I.D. provides complete background information on both the participant and the participant's business and country.

Each placement, which is expected to last from two to 12 weeks, is individually designed to meet the participant's training objectives and A.I.D.'s private sector goals.

All aspects of the program are arranged by A.I.D.'s Office of International Training, which covers travel costs, per diem, insurance, and miscellaneous expenses. U.S. business are encouraged to share their experience and expertise with the participants by providing training opportunities free of charge.

Contact: Colleen Alien
Entrepreneurs International, USAID
Washington, DC 20523
(202) 875-4258

Participant Training Program

The primary objective of A.I.D.'s Participant Training Program is to develop the human resources of developing countries, stressing the importance of higher education and training for managers, scientists, technicians, teachers, and institutional leaders in all sectors. It is also a good source of future contacts for A.I.D.

Most participants are professionals. The education and training provide them with a higher academic degree and augments their technical skills so they can meet the development needs and challenges of their countries. Governments or local institutions and the A.I.D. mission of the country jointly make the selections. Most come from the government, the private sector, or academia. All are proficient in English.

Partners for International Education and Training

The Partners for International Education and Training program is a consortium of organizations active in international education that aim to help A.I.D. further its goals of development and growth in developing countries. The four private nonprofit organizations are the African-American Institute, America-Mideast Educational & Training Service, Inc. (AMIDEAS), the Asia Foundation, and the Experiment in International Living. The program provides three types of programs for participants:

- Academic degree, generally at the master's level,
- Short courses in established, non-degree training programs in academic or private training institutions, and
- Special training through individually designed, non-degree programs; academic and/or technical courses; and private sector training.

Contact: Ronald E. Springwater
Executive Director
International Education and Training
1707 L Street, NW, Suite 500
Washington, DC 20036
(202) 429-0810

U.S. DEPARTMENT OF AGRICULTURE FOREIGN AGRICULTURAL SERVICE (FAS)

14th & Independence Ave., SW
Washington, DC 20250
(202) 447-7115

In addition to its informational services, FAS puts U.S. companies in contact with potential customers and provides promotional assistance through its network of counselors, attaches, trade officers, commodity analysts, and marketing specialists.

The FAS Agricultural Information and Marketing Services (AIMS) program gathers and publicizes information on foreign buyers and advertises U.S. export

availability in Trade Leads, Buyer Alert, Foreign Buyer Lists, and U.S. Supplier Lists. Foreign Buyer Lists and U.S. Supplier Lists are useful in acquiring contact names and information on potential foreign buyers. (See Chapter 1 for more information on Trade Leads and Buyer Alert.)

Contact: Sharon Green
Coordinator, Trade Leads
AIMS
U.S. Department of Agriculture Foreign Agricultural Service
14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7103

Linda Conrad
Editor, Buyer Alert
AIMS
U.S. Department of Agriculture Foreign Agricultural Service
14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7103

International Food and Beverage Trade Shows

AIMS-sponsored International Food and Beverage Trade Shows are a relatively cost-effective method for U.S. firms to explore foreign markets and establish contacts. Nevertheless, it is wise to make as many contacts as possible prior to attending the trade shows. Past experiences of U.S. firms indicate that the businesses that established contacts before arrival gained the most from these shows.

AIMS organizes national pavilions in major international food shows throughout the world. A pavilion would normally include individual booths, advance public relations, a trade lounge, product shipment, and customs clearance assistance.

Cost. Participation costs range from \$2,500-7,000, depending on the host country. The shows generally take place in Western Europe and Asia. To be notified of future International Food and Beverage Shows, call the contact listed below to be placed on the mailing list.

Contact: Betsy Offutt, Trade Show Coordinator
AIMS
U.S. Department of Agriculture Foreign Agricultural Service
14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-6343

Foreign Buyer Lists. From a database of approximately 13,000 foreign firms from over 70 countries, U.S. companies can obtain foreign buyer lists and match their products with prospective buyers. These lists give the company name,

contact, address, telephone, telex, cable, and/or facsimile number. The lists also can be formatted by product or by country.

Foreign buyer lists are available from two sources: the Foreign Buyers Database or Historical Trade Leads, which provides names and addresses of companies that have submitted an inquiry during the past three years.

The lists derived from the Foreign Buyers Database, on the other hand, are based on information provided by U.S. agricultural attaches, counselors, and trade officers overseas. Generally, the Foreign Buyers Database has more names than the Historical Trade Leads listings. Foreign Buyer Lists are available for \$15 each by filing the form that appears in Appendix F.

Contact: Foreign Buyer Lists
Pam Chapman
USDA-FAS AIMS
14th & Independence Ave., SW
Washington, DC 20250
(202) 447-7103

U.S. Supplier Lists. The U.S. Supplier Lists include name, address, telephone, telex, fax, SIC code, primary product, one-year sales information, and the year of establishment of U.S. firms seeking buyers for food and agricultural products overseas. To obtain the lists, available by individual SIC number at \$15 per request, fill out the form shown in Appendix F.

Contact: U.S. Supplier Lists
James Johnson
USDA-FAS AIMS
14th & Independence Ave., SW
Washington, DC 20250
(202) 447-7103

***U.S. DEPARTMENT OF COMMERCE INTERNATIONAL TRADE ADMINISTRATION
(ITA)***

14th & Constitution Avenue
Room 2106
Washington, DC 20230
(202) 377-4919

DOC's International Trade Administration (ITA) offers services and publications that help U.S. exporters find and evaluate overseas contacts, including the Trade Opportunities Program, Overseas Trade Fairs, Commercial News USA, and World Traders Data Report.

Trade Opportunities Programs (TOPS)

The Trade Opportunities Programs, or TOPS, operates through DOC District Offices, providing companies with current trade leads from foreign firms seeking to buy or represent their products or services. The information is available electronically and also is distributed by the private sector. For more

information concerning TOP, contact your nearest DOC District Office directly (listed in Appendix C).

Overseas Trade Fairs

Overseas trade fairs allow U.S. businessmen to meet potential customers and to assess the competition in a particular country. Participation fees range from \$200 to \$12,000, depending on the event, services available in the pavilion, and the host country. For information on registration and dates of upcoming events, contact your local DOC District Office (see Appendix C).

DOC Publications

Commercial News USA advertises the products and services of U.S. firms to more than 100,000 international distributors, government officials, and buyers.

The catalog, published 10 times a year, is divided into three sections: New Product Promotions, Special Industry Promotions, and Services Promotions. New Product Promotions promotes new products; Special Industry Promotions covers the technology, products, and services of a particular industry; and Services Promotions promotes a wide range of services.

Advertisement prices are based on size, ranging from \$250 to \$3,000. To advertise your product or service in Commercial News USA, submit a black and white photo and a brief description of your product or services to:

Contact: Commercial News USA
U.S. Department of Commerce
14th & Constitution Avenue
Room 2106
Washington, DC 20230
(202) 377-4919

World Traders Data Report (WTDR) is a series of customized reports on potential overseas trading partners. Each issue includes the following information on the foreign firm of interest:

- Background information, including type of organization, year established, size, and number of employees
- Product lines handled
- Credit worthiness
- General reliability and standing in the local business community
- Territory and customer base
- Financial and trade references

Contact: World Traders Data Report
DOC International Trade Administration
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-2000

U.S. & Foreign Commercial Service (US&FCS)

The US&FCS provides information on foreign companies and access to agency-finding services, and assists U.S. businesses in making appointments with key buyers and government officials. The US&FCS works in conjunction with TOPS to seek out trade leads and opportunities for U.S. businesses.

Contact: U.S. and Foreign Commercial Service
Department of Commerce
14th Street & Constitution Avenue, NW
Washington, DC 20230
(202) 377-5777

MULTILATERAL INVESTMENT GUARANTEE AGENCY (MIGA)

1818 H Street, NW
Washington, DC 20433
(202) 477-1234
Fax: (202) 334-0265

The Multilateral Investment Guarantee Agency (MIGA), established in 1988, is the newest member of the World Bank Group. Its principal mandate is to promote investment for economic development in member countries through two mechanisms: 1) policy and advisory services (PAS) to member countries to enable them to create an attractive investment climate and an information base, which will serve to guide and encourage the flow of capital from developed to developing countries, and 2) guarantees to foreign investors against losses from non-commercial risks (discussed in Chapter 5).

Eligibility

To be eligible for MIGA services, an individual investor must be a national of a member country. A corporation is eligible for coverage if it is incorporated in a member country and has its principal place of business there or if it is majority-owned by nationals of a member country. State-owned corporations are also eligible if they operate on a commercial basis. All investments must be made in a MIGA member country.

The following 85 countries have signed the Convention Establishing the Multilateral Investment Guarantee Agency. Sixty-two of them had completed the ratification process as of May 10, 1990.

Angola	Ecuador	Korea	Saudi Arabia
Bahrain	Egypt	Kuwait	Senegal
Bangladesh	Equatorial Guinea	Lesotho	Sierra Leone
Barbados	Fiji	Madagascar	Spain
Belgium	Finland	Malawi	Sri Lanka
Benin	France	Malta	Sudan

MIGA Member Countries (Continued)

Bolivia	Germany	Mauritius	Swaziland
Botswana	Ghana	Morocco	Sweden
Burkina Faso	Greece	Netherlands	Switzerland
Cameroon	Grenada	Nigeria	Togo
Canada	Guinea	Norway	Tunisia
Cape Verde	Guyana	Oman	Turkey
Chile	Haiti	Pakistan	United Kingdom
China	Hungary	Papua New Guinea	United States
Colombia	Indonesia	Philippines	Uruguay
Congo	Ireland	Poland	Vanuatu
Costa Rica	Italy	Portugal	Western Samoa
Côte d'Ivoire	Jamaica	Rwanda	Yemen
Cyprus	Japan	St. Kitts & Nevis	Yugoslavia
Denmark	Jordan	St. Lucia	Zaire
Dominica	Kenya	St. Vincent	Zambia
			Zimbabwe

Contact: Ghassan El-Rifai
Vice President, Policy and Advisory Services
Multilateral Investment Guarantee Agency
1818 H Street, NW
Washington, DC 20433
(202) 473-6162

Policy and Advisory Services (PAS)

MIGA's Policy and Advisory Services (PAS) Branch provides advice and technical expertise to member countries on the content and administration of their investment laws, policies, and programs which directly and/or indirectly affect foreign direct investment.

PAS also assists in restructuring and streamlining national organizations that deal with foreign investment. Although PAS does not provide direct access to businesses seeking to export to MIGA countries, it does create linkages between the international business community and policymakers in developing countries through investment promotion conferences.

The conferences are generally designed to meet the needs and objectives of a particular country. PAS targets nontraditional growth sectors in the country and identifies, screens, and selects potential domestic and foreign investors, particularly medium-sized and promising firms, to participate in the conference.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1616 M Street, NW
Washington, DC 20527
(202) 457-7200

In addition to providing informational and financial services, OPIC periodically conducts overseas investment missions for U.S. companies interested in investing in the host country.

However, these missions are not limited to potential investors. Exporters and other companies looking for procurement opportunities may also find them worthwhile in establishing further contacts as well as sizing up the overall business climate in a particular country.

Investment Missions Program

Through the Investment Missions Program, American businessmen may participate in OPIC investment missions to developing countries. While the primary purpose of these missions is to foster U.S. investment in the host developing countries, the opportunities that may surface during meetings with business leaders and key government officials are not limited to investment possibilities, but also include procurement and trade leads. Countries are selected for investment missions based on their needs, investment climate, and potential for profitable U.S. projects.

Eligibility. U.S. investors are selected to attend these missions on the basis of their financial and management capacity to undertake an overseas venture and their experience in the host country's priority industry sectors. To receive additional information on the cost, dates, and location of future investment missions, contact:

Contact: Eric P. Luhmann
Manager
Pre-Investment Services
Overseas Private Investment Corporation
1616 M Street, NW
Washington, DC 20527
(202) 457-7200
Fax: (202) 331-4234

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

1441 L Street, NW
Washington, DC 20416
(800) 368-5855

The U.S. Small Business Administration's (SBA's) Office of International Trade offers a wide array of informational and financial services to small U.S. firms.

Matchmaker Trade Delegations

The Matchmaker Trade Delegations are excellent opportunities to test new markets and meet overseas contacts in person. Matchmaker Trade Delegations introduce businesses to new markets through short, inexpensive visits with foreign representatives and/or prospective joint venture partners who provide a similar product or service.

The SBA provides \$500 in financial support for the first 10 qualified firms to register for each trade delegation. Applicants who wish to take advantage of this offer need to submit complete applications and the participation fee (\$500). Reimbursement is made at the conclusion of the trade delegation after the SBA receives the company's report on its participation and experience at the event.

To obtain an application and/or further information, contact the following address:

Contact: Sheryl J. Swed
Director
Office of International Trade
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416
(202) 653-7794

PUBLICATIONS

Partners in Export Trade. Department of Commerce. Lists export management companies and export trading companies geographically and by product.

Cost: \$11.00. Order No.: S/N 003-009-00512-4.

Contact: Superintendent of Documents
United States Government Printing Office
Washington, DC 20402
(202) 783-3238

The Export Trading Company Guidebook. Department of Commerce. Annual. Reviews export trading companies and their assistance programs for U.S. exporters. It is also a how-to guide for establishing an export trading company.

Cost: \$8.00. Order No.: S/N 045-000-00250-1.

Contact: Superintendent of Documents
United States Government Printing Office
Washington, DC 20402
(202) 783-3238

CHAPTER 5: FINANCING

Three fundamental concerns of any business with international operations are to get paid for products sold abroad, to find someone to help pay for feasibility studies, and to secure financing for the deals.

Financing, as well as financial assistance for feasibility studies, is available to U.S. exporters and investors from a number of government sources. The services -- ranging from direct loans to revolving lines of credit to export credits to foreign buyers -- vary in form, eligibility, coverage and repayment terms, depending on which agency is granting the financial assistance.

Special opportunities are available for small- and medium-sized firms that are "new-to-export" offered by the Overseas Private Investment Corporation (OPIC), the International Finance Corporation (IFC), and the U.S. Small Business Administration (SBA)--for exporters only.

What are my options for assuring that I get paid, either for exports or for returns on a foreign investment?

Can I obtain funding for feasibility studies?

Which U.S. government agencies offer export financing?

What special help is available for new-to-export small and medium sized firms?

Table V

FINANCING

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Export Sales and Subsidies	USDA Commodity Credit Corp.	Gen. Sales Mgr. (202) 447-6211
	GSM-102 & -103	Gen. Sales Mgr. (202) 447-6211
	PL 480	Herb Smith (202) 875-4901
	Mkt. Promotion Program	Timothy Roche (202) 382-9172
	EXIM	Corp. Secretary (202) 566-8871
	Small Business Administration	Sheryl J. Swed (202) 653-7561
Feasibility and Prefeasibility	A.I.D.	See Appendix C
	Trade Development Program	See Regional Directors
	Country Governments	
Equity Capital	A.I.D.	See Appendix C
	OPIC	Inf. Officer (800) 424-6742
	IFC	General Number (202) 477-1234

Export Sales and Subsidies

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

320 21st Street NW
Washington, DC 20523
(202) 647-3504

Procurement opportunities were discussed in Chapter 1. While A.I.D. does not finance exports directly, sales to A.I.D.-funded projects, The Commodity Import Program (CIP), and PL 480 offer export opportunities.

Commodity Import Program (CIP)

Commodity Import Programs (CIPs) make available loans or grants to A.I.D.-assisted countries to enable them to purchase essential commodity imports from the United States. CIPs are also often used to provide relatively fast balance of payments support or to generate local currency for budget support. The CIP agreements provide for A.I.D. to finance a variety of basic items, including agricultural, construction and transportation equipment, fertilizer, chemicals, raw materials, semi-finished products, and foodstuffs. CIP's are active in the following countries:

Egypt	Kenya	Pakistan	Zambia
Jordan	Mozambique	Somalia	Zimbabwe

Payment Procedures. A.I.D. does virtually no direct buying and generally does not finance U.S. firms. Under the CIP, A.I.D. provides foreign exchange for use in purchasing U.S. goods. When an agreement is signed, the government of the assisted country allocates the dollars provided by A.I.D. among its importers in both the public and the private sector. A.I.D. does not determine the specific items to be purchased, nor does it select the U.S. suppliers. Transactions are conducted directly between American suppliers and foreign importers through competitive bidding or direct commercial transactions.

To receive notices of intended A.I.D.-financed procurements of commodities, equipment, and services, complete a Mailing List Application, available from the following address:

Contact: Jack E. Warner
Commodity Management Officer
Agency for International Development
Washington, DC 20523
(703) 875-1058

Public Law 480 - Food For Peace Program

For the last 35 years, the Food for Peace Program has aimed to combat hunger and malnutrition, encouraging economic growth in developing countries, promoting the foreign policy and national interests of the United States, and

developing export markets for U.S. agricultural commodities. Under this program, food aid is provided through four channels:

- 1) Title I is a concessional sales program that provides developing countries with long-term, low-interest loans to purchase U.S. farm products. In exchange, these countries agree to implement self-help activities, including improved policies and local currency funding for development projects.
- 2) Title II, a donation program, offers food aid for the poor and victims of famines, disasters, and emergencies worldwide.
- 3) Title III, the Food for Development program, is similar to Title I. However, it waives all repayment requirements in exchange for specific self-help development policies and activities.
- 4) The Food Security Act of 1985 revamped subsection (b) of Section 416 of the Agricultural Act of 1949 to authorize the Secretary of Agriculture to furnish eligible U.S. surplus commodities for assistance programs in developing countries through programs similar to Title II, the Food for Progress Act of 1985, and other activities as approved by the Secretary of Agriculture.

Contact: Herb Smith
Commodities Division
Agency for International Development
Washington, DC 20523
(202) 875-4901

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

Export credit and credit guarantees for commodity purchases are available from the USDA through the Commodity Credit Corporation, the GSM-102 and GSM-103 programs, and the Foreign Agricultural Service's Market Promotion Program (MPP).

Commodity Credit Corporation (CCC)

The Commodity Credit Corporation (CCC) provides assistance through short- and intermediate-term credit guarantees that help foreign buyers purchase agricultural commodities from U.S. exporters, while protecting U.S. exporters and/or financial institutions against risk if the importer's bank fails to make payment. Another goal of the program is to help developing countries make the transition from concessional financing to cash purchases.

Contact: General Sales Manager
USDA Foreign Agricultural Service
Room 4509-South Building
Washington, DC 20250
(202) 447-6211

GSM-102 and GSM-103

GSM-102 and GSM-103 are short- and medium-term credit guarantee programs, respectively. Both are designed to promote U.S. agricultural exports by alleviating some of the risk involved in operating in certain countries.

For instance, the GSM-102 program offers short-term credit guarantees covering loans with terms of six months to three years.

The program also guarantees letters of credit issued by foreign banks that are to pay for the U.S. imports. By simultaneously protecting the U.S. bank from default on the loan, GSM-102 permits U.S. agricultural exporters to conduct business in countries where it otherwise could or would not.

The GSM-103 program is essentially the same as the GSM-102 program, except that it covers loans with terms of from three to 10 years. This program was established to promote the export of products and commodities with long economic lives, such as breeding livestock.

Market Promotion Program (MPP)

The Market Promotion Program, formerly the Targeted Export Assistance Program (TEA), is administered by the Foreign Agricultural Service and is funded through Commodity Credit Corporation certificates. Its primary object is to provide financial assistance to U.S. producers to promote agricultural products adversely affected by unfair foreign trade practices.

Eligibility. The MPP program considers producers whose products have received a favorable decision under Section 301 of the Trade Act of 1974 (see Chapter 7 for more details), or whose exports have been harmed by retaliatory actions related to a favorable Section 301 decision. Preference is also given to nonprofit trade groups that represent specific, disadvantaged industries.

Specific allocation criteria are as follows:

- Identification of the commodity or product to be promoted and the degree to which the organization represents U.S. producer interests on a nationwide basis;
- Degree to which exports may benefit from promotional activities;
- Dollar amount of assistance requested;
- Identification of an unfair foreign trade practice and the extent to which it has adversely affected the exports;
- Extent to which the applicant is willing to contribute resources to the joint project;
- Applicant's prior export development experience and the competence of its administrative and personnel resources;

- Historical export levels of the commodity or product;
- Anticipated likelihood of success of the proposed project in terms of increasing U.S. exports or mitigating the unfair trade practice and/or its effects;
- Determination of adequate supply of the product or commodity; and
- Degree to which the composition of the commodity or product is of U.S. origin; products whose composition is less than 50 per cent U.S. origin, determined on a weight or value basis, are not considered.

Coverage. The commodities covered by the MPP programs include nectarines, plums, pears, wheat and semolina, canned peaches and fruit cocktail, feed grains, dry peas and lentils, table and concord grapes, apples, wood products, poultry and eggs, soybeans, dried prunes, almonds, walnuts, raisins, fresh and processed citrus, rice, frozen potatoes, confectionery and other processed food products, red meat, pasta products, seafood, wool products, avocados, kiwifruit, pistachios, catfish, sweet and tart cherries, processed corn, wine, cotton, strawberries, hops, bourbon, leather, bovine semen, dry beans, honey, peanuts, tobacco, seeds, mink pelts, hay and alfalfa products, and sunflower seeds.

Application Process. Under the MPP Program, surplus stocks or CCC funds are used to partially reimburse agricultural organizations conducting overseas market development projects for eligible products in specified countries. Proposals for MPP programs are to be submitted to USDA no later than 45 days after USDA publishes a program announcement in the Federal Register.

After a program has been approved and announced, participating organizations and firms sign an agreement with CCC and submit activity plans to FAS describing specific activities and proposed budgets, which are partially reimbursable with CCC funds or certificates. CCC certificates can be redeemed for CCC commodities or sold.

FAS may also approve requests for advances of CCC resources which do not exceed 40 percent of the FAS-approved dollar amount. The advance must be fully disbursed within 90 days of receipt. No certificates are issued to reimburse expenses until the organization or firm submits expense claims sufficient to cover the amount of the advance.

Application/Proposal Content. A private U.S. firm should follow these guidelines when submitting a proposal to MPP. However, note that it is preferred that U.S. private companies participate in MPP programs through a nonprofit trade association representing the interests of that specific product or commodity.

U.S. companies may participate in the MPP program to promote their agricultural commodities or products through one of three mechanisms: a branded product promotion program sponsored by a commodity or trade association that qualifies as a nonprofit MPP participant organization; a similar program sponsored by one of the four regional state groups (MIATCO, SUSTA, EUSAFEC, and

WUSATA); or a commodity-specific MPP Export Incentive Program (MPP/EIP) administered directly by FAS.

All three programs operate on fundamentally the same basis. Each will reimburse participating U.S. private firms no more than 50 percent of eligible direct promotional costs in pre-approved foreign markets.

Direct promotional costs include electronic and print media advertising, trade-only trade fair participation, point-of-sale demonstrations and materials, and press servicing. However, they do not include travel and per diem, salary related or other administrative expenses, selling costs, awards, product samples, prizes, giveaways, couponing or other deals, and entertainment costs.

For more information:

To submit an application:

Contact: Timothy Rocke
MPP Program
USDA/FAS
Room 4509-South Building
Washington, DC 20250-1000
(202) 382-9172

Contact: Marketing Programs Div.
Room 4932-S
USDA/FAS
Room 4509-South Building
Washington, DC 20250-1000
(202) 447-4327

EXPORT-IMPORT BANK OF THE UNITED STATES (EXIM)

811 Vermont Avenue, NW
Washington, DC 20571
(202) 566-8871

The Export-Import Bank of the United States (EXIM) is an independent U.S. agency that provides a wide array of programs to facilitate the financing and purchase of U.S. exports. EXIM's programs include medium- and long-term loans to overseas buyers as well as their financial intermediaries, medium- and long-term loan guarantees, and several credit insurance programs. (EXIM's insurance programs are discussed in Chapter 6.) Moreover, EXIM has several programs to specifically address the concerns and questions of small- and medium-sized U.S. firms.

Generally, EXIM services are contracted with a bank or other financial intermediary that has agreed to provide export financing or directly with the exporter. The advantages of EXIM services to U.S. exporters are clear. Foreign purchasers also indirectly benefit from these programs, since they allow banks and U.S. firms to grant them better terms.

Direct and Intermediary Loans

Direct and intermediary loans are available to foreign buyers of U.S. exports and to institutions that extend loans to foreign buyers of U.S. goods and services. These loans typically cover up to 85 percent of value of the U.S. export.

Commercial Bank Guarantees

EXIM guarantees repayments of U.S. commercial bank outstanding loans to foreign buyers of U.S. exports. A commercial bank must make application for these guarantees.

Working Capital Guarantee Program

The Working Capital Guarantee Program is a loan guarantee program with the goal of making working capital loans from commercial banks more accessible to eligible U.S. exporters.

The guarantees cover up to 90 percent of the principal of the commercial loan and interest up to the U.S. Treasury rate plus 1 percent. Working capital loan guarantees are best used for loans financing inventory purchases, the development of export marketing programs, overseas promotional activities, and trade fair participation. The maximum repayment period is 12 months, and a \$100 processing fee is due with the application.

Note that a working capital guarantee may be combined with the Small Business Administration's Export Revolving Line of Credit Program (see Chapter 4).

Preliminary Commitment

The EXIM Preliminary Commitment documents in advance the terms and conditions for a loan and/or guarantee of a particular transaction. This enables the exporters, the borrower, and the lender to establish, without confusion, terms of financing for effective planning and marketing. A \$100 processing fee is due with the application.

Small Business Advisory Service

The Small Business Advisory Service is designed to encourage U.S. small businesses to export by providing detailed information on export credit insurance, loan guarantees, and direct and intermediary loans to finance the purchase of U.S. goods and services abroad. For additional information, the Service's toll-free number is (800) 424-5201.

Contact: Office of the Corporate Secretary
Eximbank
811 Vermont Avenue, NW
Washington, DC 20571
(202) 566-8871

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

1441 L Street, NW
Washington, DC 20416
(202) 653-7561

Through its International Trade Loan Program, the Small Business Administration (SBA) provides small business exporters with financial support only, including direct loans and loan guarantees.

International Trade Loan Program

The International Trade Loan Program helps small businesses engaged in or preparing for international trade as well as small businesses that have been adversely affected by competition from imports. These loans are made through lending institutions under the U.S. Small Business Administration's (SBA) Guaranty Loan Program.

SBA offers direct loans and loan guarantees to small business exporters. The guarantees cover up to 85 percent of a private lending institution's loan to an eligible small business if the total SBA-guaranteed portion does not exceed the SBA's \$750,000 statutory loan guarantee limit. However, the SBA can provide a maximum guarantee of 90 percent for loans of less than \$155,000.

Eligibility. To be eligible for a loan, you must first attempt to secure a loan from a private bank, invest a reasonable amount of capital in the business, and demonstrate that you are able to repay the loan. Furthermore, the applicant must establish the following:

- That the loan proceeds will significantly expand existing export markets or develop new export markets by submitting a detailed business plan, including both profit and loss projections and a narrative rationale, or
- That the applicant is harmed by import competition. Injury must be demonstrated through a narrative explanation as well as through financial statements showing that imports are directly competitive and have contributed significantly to the decline in the firm's competitive position and profitability. Important factors to include are any decline in sales and production, underutilization of capacity, decreased profitability, or the threat of (or actual) separation of production employees.

Terms of Agreement. Once it has been determined that you are eligible for a loan under this program, the SBA can guarantee up to \$1,250,000. This ceiling is reduced by the amount of SBA's guaranteed portion of loans outstanding under its regular lending program.

Only collateral in the United States is acceptable for an SBA loan. The lender is required to take a first lien position (or first mortgage) on the items to be financed under the program. Additional collateral may be required as appropriate.

The proceeds of the loan may be used for working capital or facilities and/or equipment, which includes the purchase of land and buildings, construction of new facilities, renovation, purchase or reconditioning of machinery/equipment/fixtures, and/or other improvements that will be used in the United States for the production of goods or services.

Maturities may extend to the 25-year maximum that is applicable to most SBA loan programs.

Contact: Sheryl J. Swed
Director
Office of International Trade
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416

Regular Business Loan Program

The Regular Business Loan Program covers loans for fixed-asset acquisition, expansion, and other working capital purposes up to \$750,000, which have a maximum maturity of 25 years. Guarantees for general purpose, working capital loans are limited to a maximum maturity of seven years.

Export Revolving Line of Credit Program (ERLC)

SBA's Export Revolving Line of Credit Program (ERLC) allows businesses to make an unlimited number of withdrawals and repayments as long as the dollar limit of the credit is not exceeded and the disbursements are made within the stated maturity period. Proceeds are to be used only to finance labor and materials needed to manufacture or wholesale for export, or to penetrate or develop foreign markets. The maximum maturity of an ERLC guarantee is 18 months, including all extensions.

The interest rate that may be charged by the lender will be the same as for other SBA guarantee loans. Interest typically extends up to 2.25 percent over prime.

SBA also charges guarantee fees. For maturities of one year or less, the fee is one-fourth of 1 percent of the guaranteed portion of the loan. For maturities exceeding 12 months, the fee is 2 percent of the guaranteed portion of the loan. The lender must pay these fees but they may be charged to the borrower with SBA approval.

The lender may charge the borrower an additional commitment fee equal to one-fourth of 1 percent of the loan amount or a minimum of \$200. This fee cannot be charged until SBA approves the ERLC.

Collateral may include inventories, accounts receivable, assignment of contract proceeds, and bank letters of credit. Only collateral located in the United States is accepted by SBA.

Moreover, a cash-flow projection depicting monthly activity and cash balances is required to determine present and future cash needs and to monitor borrower progress after disbursement. This projection must be submitted with the application covering the anticipated activity and duration of the terms of the ERLC. Monthly reports are also to be submitted to the lender.

Discrepancies between the pro forma and the progress report serve as an "early warning" to the lender and allow appropriate preventative servicing actions to be taken.

Small Business Investment Company (SBIC)

Small Business Investment Company (SBIC) financing can be accessed if an exporter requires more than the \$750,000 limit. Through this mechanism, a U.S. company may receive the necessary funding if an additional loan is approved by SBIC and is then licensed by the SBA.

Contact: Answer Desk
Office of Business Development
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416
(800) 368-5855

Feasibility and Prefeasibility

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

Europe and Near East Bureau
Room 440 New State
Washington, D.C. 20523-0053
(202) 647-7201

Selected A.I.D. missions are developing agribusiness projects and support activities to provide assistance for prefeasibility and feasibility studies. For further information contact the Washington-based agribusiness advisor or individual country missions listed in Appendix E.

U.S. TRADE AND DEVELOPMENT PROGRAM (TDP)

SA-16 Room 309
Washington, DC 20523-1602
(703) 875-4357
Fax: (703) 875-4009

The Trade and Development Program (TDP) is an independent U.S. government agency whose primary purpose is to promote U.S. exports for major development projects and cultivate free market principles in middle-income and developing countries.

TDP seeks to achieve this objective by funding feasibility studies and planning services related to projects in these countries. All contracts funded by TDP grants must be awarded to U.S. firms. Also, TDP cooperates with the U.S. Export-Import Bank in providing tied aid credit for U.S. exports.

TDP activities and projects cover a wide range of industry sectors that host governments designate as high priority, as well as international development efforts. They include the following areas:

- Telecommunications
- Industry
- Energy Development
- Transportation
- Food Production
- Educational Technology
- Minerals Development
- Waste Management

TDP Eligibility.

All TDP projects must have the following characteristics:

- 1) **Development Priority:** The host government must formally request TDP support, and the U.S. Embassy in that country must endorse the proposed project. Moreover, TDP projects must be developmental priorities of the host country and likely to be implemented.
- 2) **U.S. Export Potential:** TDP projects must present an opportunity for substantial sales of U.S. goods and services overseas.
- 3) **Untied Funding Availability:** Untied funding must be available for project implementation and procurement must be open to U.S. companies.

TDP Support for Feasibility Studies

U.S. Companies can obtain support for feasibility studies from TDP through two avenues: 1) Project grants, providing full payment for a study that is done with TDP funding, but for the host country government; or 2) Partial investor financing (up to 50%) for a study done directly for the investor. In either case, the project must be a host country priority and offer the potential for generating substantial U.S. exports.

TDP Project grants

A company identifying a potential project may bring it to the attention of TDP and the host country government, or the host country may identify a project independently. In either case, a formal request from the host country government is required before TDP can consider funding a feasibility study for the project. Once such a request is received, TDP sends a definitional mission of technical specialist to the country to investigate the project, develops a scope of work for a feasibility study and develops a budget estimate.

Once funding for the feasibility study is approved, TDP and the host government sign a grant agreement. TDP then publishes an announcement in the Commerce Business Daily describing the study and conditions for participation. Only U.S. firms are eligible to do the feasibility study. The firm selected signs a contract with the host government, but its invoices are paid by TDP in Washington, once they have been approved.

Private Investor Financing

U.S. investors interested in investigating and developing potential investment projects can also obtain direct funding for feasibility studies from TDP. The investor applies directly to TDP, but approval by the host country government is still required. The funding takes the form of a four-year interest-free investor project loan, secured by the potential investor's promissory note. Up to 50% of the cost of the feasibility study can be financed under this program.

For more information, contact the appropriate regional director listed below at (703) 875-4357:

Bob Bostick	Latin America and the Caribbean
Geoff Jackson	East and Southern Africa, Middle East, Yugoslavia, Greece, Malta, Cyprus, and Portugal
Fred Eberhart	Francophone, North & Central Africa, and Eastern Europe
Jack Williamson	Brunei, Malaysia, Pacific Islands, Philippines, Singapore, South Korea, Thailand, and Taiwan
Dan Stein	India, Pakistan, Indonesia, Bangladesh, Nepal, Sri Lanka, and China

Equity Capital

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

Bureau for Europe and Near East
Bureau for Asia and Private Enterprise
Room 440 New State
Washington, D.C. 20523-0053
(202) 647-7201

Although A.I.D. does occasionally provide direct funding, it generally goes through intermediary organizations. While programs are administered at the country level, information on specific countries can be obtained from A.I.D. in Washington, D.C. as well.

INTERNATIONAL FINANCE CORPORATION (IFC)

1818 H Street, NW
Washington, DC 20433
(202) 477-1234

The International Finance Corporation (IFC) is the largest source of direct project finance for private investment projects in developing countries. Although it is affiliated with the World Bank, IFC has its own staff and funding.

Its authorized capital is \$1.3 billion, which consists of its paid-in capital from member countries, its accumulated earnings, and repayments and sales of IFC investments. Moreover, IFC may borrow up to four times the amount of its unimpaired, subscribed capital and accumulated earnings from the World Bank.

IFC's primary objective is to promote economic development in its developing member countries. It structures financial packages appropriate to each venture and risk profile and will invest only if sufficient capital cannot be obtained on reasonable terms from other sources.

IFC provides services in 4 areas to potential investors in developing countries: investments and loans, raising capital, capital markets, and technical assistance.

IFC Eligibility

IFC has no application form for financing. Rather, a company or entrepreneur, foreign or domestic, wishing to establish a new venture or expand an existing enterprise can approach IFC directly by requesting a meeting or submitting preliminary project and corporate information. After a preliminary review, IFC requests a detailed feasibility study to determine whether to evaluate the project.

Following board approval, disbursements are made under the contract terms agreed to by all parties. IFC monitors its investment closely, sends field missions to visit the project, and requires quarterly progress reports as well as a financial statement and other relevant materials.

Preparing an Investment Proposal

A preliminary investment proposal should include the following:

1. Brief description of project
2. Sponsorship, management, and technical assistance
 - a. History of financial information on business of sponsors
 - b. Proposed management arrangements with names and curricula vitae
 - c. Description of technical arrangements and other external assistance
3. Market and Sales
 - a. Basic market orientation -- local, national, regional, export
 - b. Projected production volumes, unit prices, sales objectives, and market share of proposed venture
 - c. Potential users of products and distribution channels
 - d. Supplier source
 - e. Tariff protection or import restrictions
 - f. Other critical factors
4. Technical feasibility, manpower, and raw materials
 - a. Brief description of manufacturing process
 - b. Comments on special technical complexities and need for special skills

- c. Possible suppliers of equipment
 - d. Availability of labor and infrastructure facilities
 - e. Projected operating costs by major categories of expenditure
 - f. Source, cost, and quality of raw material supply
 - g. Import restrictions on needed raw materials
 - h. Proposed plant location in relation to suppliers, markets, infrastructure, and manpower
 - i. Proposed plant size
5. Investment requirements, project financing, and returns
- a. Estimate of total projected cost, broken down by land, construction, installed equipment, and working capital
 - b. Proposed financial structure of venture, including expected sources and terms of equity and debt financing
 - c. Type of IFC financing desired and amounts
 - d. Projected financial statement, information on profitability, and return on investment
 - e. Other critical factors affecting profitability
6. Government support and regulations
- a. Project in context of host-country government economic development and investment programs
 - b. Specific government incentives and support available to project
 - c. Expected contribution of project to country's economic development
 - d. Outline of government regulations on exchange controls and conditions of capital entry and repatriation
7. Timeframe

Investments and Loans

IFC invests in a wide variety of projects of all sizes. Over the past few years, it has taken a special interest in investments in agriculture, agribusiness products, aquaculture, food processing, and other renewable and non-renewable resources.

Raising Capital

As liaison between local business in developing countries and the international capital markets, IFC is able to raise the necessary capital for successful business ventures in developing countries.

IFC resources, however, are no substitute for private initiative or capital. Rather, IFC assists investors in garnering funding that would otherwise be unavailable to them. It accomplishes this task by investing in equity and then making loans from its own account as well as finding additional capital for these enterprises in international capital markets.

IFC invests for its own account no more than 25 percent of the total project cost. Generally, its investments range between \$1 million and \$50 million. For each dollar of IFC participation, others invest more than \$4. The

IFC participation, moreover, counts as local participation in meeting local ownership requirements.

Capital Markets

IFC's Capital Markets Department helps developing-country financial systems more efficiently mobilize and direct savings into productive, private ventures. The department's activities in this regard include the following:

- Advising governments on how to establish fiscal, legal, and regulatory frameworks to support market-oriented financial sector development;
- Investing in financial institutions and offering them technical assistance and financing;
- Helping domestic firms gain access to international markets by promoting portfolio investment from abroad;
- Creating a broad range of financial institutions, including investment banks, contractual savings institutions, and venture capital companies; and
- Promoting the use of debt-equity conversion programs and funds.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1616 M Street, NW
Washington, DC 20527
(202) 457-7200

The Overseas Private Investment Corporation (OPIC), a self-sustaining U.S. Government agency, works to promote economic growth and foreign private investment in developing countries by offering informational and financial services to U.S. businesses seeking to operate or invest in those nations.

In addition to providing insurance, OPIC grants financial assistance to eligible U.S. businesses and investors through two programs: Direct Loans and Loan Guaranties.

OPIC Eligibility

OPIC programs are available only if the project is:

- A new venture or an expansion of an existing, successful enterprise;
- Located in a developing country where OPIC operates;
- Approved by the host government; and
- Consistent with the economic interests of the United States and having no significant adverse effect on the U.S. economy or U.S. employment.

Moreover, to obtain OPIC financing, the venture must be commercially as well as financially sound, within the demonstrated competence of the management, and sponsored by an investor with a proven record of success in the same or a closely related business.

OPIC programs are operable in the following countries and areas (coverages may be limited in higher income countries/areas, as indicated by asterisks):

Anguilla	Greece*	Oman*
Antigua/Barbuda	Grenada	Pakistan
Argentina	Guatemala	Panama
Aruba	Guinea	Papua New Guinea
Bahamas, The	Guinea-Bissau	Philippines
Bahrain*	Guyana	Poland
Bangladesh	Haiti	Portugal*
Barbados	Honduras	Qatar*
Belize	Hungary	Rwanda
Benin	India	St. Kitts-Nevis
Bolivia	Indonesia	St. Lucia
Botswana	Ireland	St. Vincent/Grenadines
Brazil	Israel*	Sao Tome & Principe
Burkina Faso	Jamaica	Saudi Arabia*
Burundi	Jordan	Senegal
Cameroon	Kenya	Sierra Leone
Cape Verde	Korea*	Singapore*
Central African Rep.	Kuwait*	Somalia
Chad	Lebanon	Sri Lanka
Colombia	Lesotho	Sudan
Congo	Liberia	Swaziland
Cook Islands	Madagascar	Syria
Costa Rica	Malawi	Taiwan*
Côte d'Ivoire	Malaysia	Tanzania
Cyprus*	Mali	Thailand
Djibouti	Malta*	Togo
Dominica	Marshall Islands	Tonga
Dominican Republic	Mauritania	Trinidad & Tobago
Ecuador	Mauritius	Tunisia
Egypt	Micronesia	Turkey
El Salvador	Morocco	Uganda
Equatorial Guinea	Mozambique	Uruguay
Fiji	Nepal	Western Samoa
French Guiana*	Netherlands Antilles	Yemen Arab Rep.
Gabon*	Niger	Yugoslavia
Gambia, The	Nigeria	Zaire
Ghana	Northern Ireland	Zambia

Terms of Agreement

OPIC's financing of a new venture may extend to but not exceed 50 percent of the total cost of the project. Up to 75 percent of the project cost may be considered for expansion of a successful, existing enterprise. Investors must

be willing to establish a sound debt/equity relationship -- usually a 60 percent debt to 40 percent equity ratio.

Direct Loans

Direct loans generally range from \$500,000 to \$6 million and are available for ventures sponsored by or significantly involving U.S. small businesses or cooperatives. OPIC defines "small business" as an industrial company with annual sales of less than \$142 million and a non-industrial company with stockholders' equity of less than \$48 million, but adjusts this definition annually to reflect changes in the U.S. economy.

Interest rates on OPIC direct loans vary, based on a project's financial and political risk but generally parallel commercial rates.

Loan Guarantees

Loan guarantees, on the other hand, are available to all businesses, regardless of size. However, loan guarantees are issued only to U.S. financial institutions having over 50 percent U.S. beneficial ownership, and foreign lending institutions that are at least 95 percent U.S.-owned.

OPIC issues guarantees covering both commercial and political risks, under which funding can be obtained from or through a variety of U.S. financial institutions. All loan guarantees are backed by the full faith of the United States of America.

A typical OPIC loan guarantee ranges from \$2 million to \$25 million, but can be as large as \$50 million. Interest rates on these loans compare rates of other U.S. government-issued guarantees for similar amounts and maturity. OPIC charges the borrower a guarantee fee averaging 2 percent, depending on the particular project's commercial and political risks and facility and commitment fees.

Repayment

Repayment of direct and guaranteed loans is generally made in equal, quarterly, or semi-annual principal payments following a suitable grace period. Final maturity ranges from 5 to 12 years.

Contact: Information Officer
Overseas Private Investment Corporation
1615 M Street, NW
Washington, DC 20527
(800) 424-6742
In Washington, DC: (202) 457-7010

PUBLICATIONS

A.I.D. Financed Export Opportunities. Announces A.I.D. competitive bids.

Cost: Free.

Contact: Office of Small and Disadvantaged Business Utilization
Room 1400-A
USAID
Washington, DC 20523
(202) 875-1590

A.I.D. Financed Projects. Lists sources for informational description of A.I.D.-financed projects and condition requirements.

Cost: Free

Contact: Office of Small and Disadvantaged Business Utilization
Room 1400-A
USAID
Washington, DC 20523
(202) 875-1590

Eximbank's Bank List. Lists banks and contacts familiar with EXIM's programs.

Cost: free

Contact: Eximbank/FCIA Publications
Public Affairs Office
Export-Import Bank of the United States
811 Vermont Avenue, NW
Washington, DC 20571
(800) 424-5201

Financing and Insuring Exports: A User's Guide to Eximbank and FCIA Programs. EXIM. Describes in detail EXIM and FCIA programs. Also contains a contact list and a case study.

Cost: \$50.00.

Contact: Eximbank/FCIA Publications
Public Affairs Office
Export-Import Bank of the United States
811 Vermont Avenue, NW
Washington, DC 20571
(800) 424-5201

Focus on the Facts...Opportunities in Exporting. U.S. Small Business Administration. Describes export opportunities and provides leads on where to find assistance.

Cost: Free

Contact: SBA Publications
Office of International Trade
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416
(202) 653-7794

Market Overseas with U.S. Government Help. Describes federal government programs designed to assist exporters.

Cost: Free

Contact: SBA Publications
Office of International Trade
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416
(202) 653-7794

CHAPTER 6: INSURING -- PROTECTING YOUR SALES & INVESTMENTS

As U.S. firms examine growth opportunities in developing and newly market-oriented countries, risk management continues to be a major concern. Recent turmoil in the Middle East has heightened concerns about economic and political instability in many countries.

While international business risks can be minimized by selling only through f.o.b. exports against confirmed letters of credit in U.S. dollars, many business opportunities require more flexibility.

Government programs that cover political and commercial risks can protect investors and exporters while opening profitable opportunities. The costs of coverage against all possible risks sometimes makes it difficult for firms to be competitive, however, so a risk management strategy is essential.

The Export-Import Bank (EXIM), the Multilateral Investment Guarantee Agency (MIGA), and the Overseas Private Investment Corporation (OPIC) offer insurance and guarantees that cover many risks faced by U.S. businesses internationally. Through their various guarantee and insurance schemes, these organizations pursue dual objectives: promoting economic growth in developing countries while simultaneously expanding overseas markets for U.S. investors and exporters.

Special features of each organization include the following:

- EXIM offers loans and loan guarantees, as well as insurance to new-to-export U.S. companies through the Foreign Credit Insurance Association (FCIA).
- OPIC insures against a range of political risks, including inconvertibility, expropriation, and political violence. OPIC insurance is not available retroactively once an investment has been made, so early contact is essential.

How do I make sure that I get paid?

What if I don't get paid?

What can I do about foreign exchange risks and currency inconvertibility?

How can I protect against commercial and political risks?

What happens if my business is threatened by, or has already been damaged, as a result of political or social unrest?

What kind of coverage does the Overseas Private Investment Corporation offer?

In which countries can I obtain insurance?

- U.S. and foreign-owned firms are eligible for investment guarantees and coverage of non-commercial risks through MIGA programs. The companies, however, must be from MIGA-member countries.

Table VI **INSURING**

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Insurance	See your insurance agent or freight forwarder	
Commercial and Political Risks of Non-payment	EXIM FCIA	Consult appropriate contact in text
Inconvertibility, Expropriation and Political Risks	OPIC MIGA	Info. Officer (800) 424-6742 Leigh Hollywood, (202) 473-6168

Commercial and Political Risks of Non-Payment

EXPORT-IMPORT BANK OF THE UNITED STATES (EXIM)

811 Vermont Avenue, NW
Washington DC 20571
(202) 289-2703

In addition to loans and loan guarantees, EXIM offers insurance programs to alleviate some of the risk involved in operating abroad, thus encouraging U.S. business to export.

The insurance programs are handled by the Foreign Credit Insurance Association (FCIA), a group of U.S. property, casualty, and marine insurance companies. FCIA functions as EXIM's agent and provides export credit insurance to exporters and commercial banks.

A particular advantage of having EXIM insurance is that, with FCIA coverage, exporters are more likely to extend credit on more favorable terms to foreign buyers and thus become more competitive.

The Foreign Credit Insurance Association (FCIA) sells export credit insurance to U.S. exporting companies and commercial banks to cover losses due to political events (war, expropriation and currency inconvertibility) and commercial losses (nonpayment to the buyer due to insolvency or default).

FCIA simultaneously encourages commercial banks to extend credit on the basis of covered accounts receivable. A commercial bank that has its own FCIA blanket policy, may extend coverage to individual exporters' shipments under its policy, particularly if the bank is involved in financing the transaction.

Two insurance policy programs are offered, the New-to-Export Insurance Policy and the Umbrella Insurance Policy.

New-To-Export Insurance

The New-to-Export Insurance Policy is a one-year blanket policy that insures short-term export credit sales. Companies that have not previously used EXIM or FCIA insurance and whose average export credit sales have totalled less than \$750,000 annually for the last two years are eligible for this program.

The maximum repayment period is 180 days, except for bulk agricultural commodities and consumer durables, which have a 360-day repayment period.

The minimum annual premium is \$500. Any other fees vary with each sale, based on the terms of repayment and the type of buyer per rate schedule.

Umbrella Insurance Policy

The Umbrella Insurance Policy insures companies with limited experience in exporting, whose average annual export credit sales have been less than \$2 million and that have not used FCIA for the past two years.

Under this system, state agencies, commercial lenders, finance companies, and export trading and management companies act as intermediaries, or Umbrella Policy Administrators, between FCIA and the insured company.

The maximum repayment period is 180 days. For bulk agricultural commodities and consumer durables, the repayment period is 360 days. A minimum annual premium of \$500 is charged, but paid for in advance by the Umbrella Policy Administrator. Any other fees vary with each sale according to the terms of repayment and the type of buyer per rate schedule.

FCIA Bank Letter of Credit Insurance Policy

The Bank Letter of Credit Insurance Policy insures U.S. commercial banks against losses on irrevocable letters of credit issued by foreign banks to foreign buyers to purchase U.S. exports.

Other Policies

Multi-buyer, single-buyer, medium-term single buyer, and lease insurance policies are also available. For additional information on any of the policies listed above, contact the FCIA Headquarters in New York or the nearest regional office listed below.

- Headquarters:** Foreign Credit Insurance Association
40 Rector Street, 11th Floor
New York, NY 10006
(212) 227-7020
- Chicago** (312) 641-1915
20 North Clark St., Suite 910
Chicago, IL 60602
- Houston** (713) 227-0987
Texas Commerce Tower
600 Travis Street, Suite 2860
Houston, TX 77002
- Los Angeles** (213) 687-3890
Wells Fargo Center
333 South Grand Avenue, Suite 2580
Los Angeles, CA 90071
- Miami** (305) 372-8540
80 Southwest 8th Street, Suite 1800
Miami, FL 33130

Insuring against Inconvertibility, Expropriation and Political Risk

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1615 M Street, NW
Washington, DC 20527

Although many private investors have the capability to do business overseas, the political and economic uncertainties involved in many developing countries make long-term investments abroad risky. To offset these uncertainties and minimize the risks involved for the investor, OPIC insures U.S. investments in developing countries against three major types of political risk: inconvertibility, expropriation, and political violence.

Inconvertibility Insurance

Inconvertibility insurance protects an investor against the inability to convert into U.S. dollars the local currency received as profits, earnings, or return of capital on an investment. Inconvertibility coverage also protects against adversely discriminatory exchange rates, but does not protect against the devaluation of a country's currency.

Expropriation Insurance

Expropriation insurance protects investors against the confiscation or nationalization of an investment without fair compensation and against losses due to a range of situations described as "creeping expropriation," including actions whose cumulative effect is to deprive investors of their fundamental rights in the investment. Expropriatory actions provoked or instigated by the investor, however, are not covered by OPIC.

Political Violence Insurance

Political violence coverage protects against losses resulting from war (whether declared or not), revolution, insurrection, and civil strife (including terrorism and sabotage). An investor may choose to cover the loss of business income and/or the loss of tangible assets due to damage caused by political violence.

OPIC Eligibility

OPIC requires that participants all in its programs meet the following criteria:

- qualify as a new venture or an expansion of an existing, successful enterprise;
- be located in a developing country where OPIC operates;
- assist in the social and economic development of the host country;
- gain the approval of the host country government; and,

- be consistent with the economic interests of the United States with no significant adverse effect on the U.S. economy or employment.

To be eligible for OPIC insurance, investors must additionally qualify as citizens of the United States; and as U.S. corporations, partnerships, or other business organization with at least 50 percent U.S. ownership; or as foreign corporations, partnerships, or other business organizations at least 95 percent owned by investors eligible under the first two criteria.

Terms

OPIC will not cover more than 90 percent of an investment plus attributable earnings. Thus, the investor must bear the risk of the loss of 10 percent of any investment insured by OPIC.

Also, OPIC insurance is not available retroactively. It must be obtained before an investment has been made or irrevocably committed. It is important to contact OPIC in the early stages of investment planning.

Cost

Premiums for OPIC insurance are based on the nature of the project as well as the project's risk profile, but not where the country is located. While specialized coverages have different base rates, the following are typical base rates for most manufacturing and service projects:

Coverage*	Annual Base Rate Per \$100 of Coverage
Inconvertibility	\$0.30
Expropriation	\$0.60
Political Violence**	
Business Income	\$0.45
Assets	\$0.60

*All OPIC insurance is backed by the full faith and credit of the United States of America.

**Investors may choose to delete civil strife from this coverage, which will reduce the premium rate by \$0.10.

Special Programs

In addition, OPIC provides special insurance programs to meet the specific needs of investors involved in contracting and exporting energy exploration and development or leasing arrangements. For instance, OPIC offers political risk

insurance against the wrongful calling of letters of credit and losses sustained when a government owner fails to settle a dispute in accordance with the contract.

Special finance and insurance programs for U.S. investors involved in oil and gas, oil shale, geothermal, mineral, solar, and other energy projects, as well as for suppliers of support services or goods for such projects are available through OPIC.

OPIC insurance and financial services, however, are not available for oil or gas projects in member nations of the Organization of Petroleum Export Countries (OPEC).

Contact: Information Officer
Overseas Private Investment Corporation
1615 M Street, NW
Washington, DC 20527
(800) 424-6742
In Washington, DC: (202) 457-7010

MULTILATERAL INVESTMENT GUARANTEE AGENCY (MIGA)

1818 H Street, NW
Washington, DC 20433
(202) 477-1234
Fax: (202) 334-0265

The Multilateral Investment Guarantee Agency (MIGA), an affiliate of the World Bank, encourages investment in developing countries to enhance their economic development through policy and advisory services (discussed in Chapter 1) and guarantees to foreign investors against losses due to non-commercial risks.

MIGA Eligibility

To be eligible for MIGA services, an individual investor must be a national of a member country. A corporation is eligible for coverage if it is either incorporated in and has its principal place of business in a member country, or if it is majority-owned by nationals of a member country. State-owned corporations are also eligible if they operate on a commercial basis. All investments must be made in a MIGA member country.

The following 85 countries have signed the Convention Establishing the Multilateral Investment Guarantee Agency, 62 of which had completed the ratification process as of May 1990.

Angola	Ecuador	Korea	Saudi Arabia
Bahrain	Egypt	Kuwait	Senegal
Bangladesh	Eq. Guinea	Lesotho	Sierra Leone
Barbados	Fiji	Madagascar	Spain
Belgium	Finland	Malawi	Sri Lanka
Benin	France	Malta	Sudan

MIGA Member Countries (Continued)

Bolivia	Germany	Mauritius	Swaziland
Botswana	Ghana	Morocco	Sweden
Burkina Faso	Greece	Netherlands	Switzerland
Cameroon	Grenada	Nigeria	Togo
Canada	Guinea	Norway	Tunisia
Cape Verde	Guyana	Oman	Turkey
Chile	Haiti	Pakistan	United Kingdom
China	Hungary	Papua New Guinea	United States
Colombia	Indonesia	Philippines	Uruguay
Congo	Ireland	Poland	Vanauti.
Costa Rica	Italy	Portugai	Western Samoa
Côte d'Ivoire	Jamaica	Rwanda	Yemen
Cyprus	Japan	St. Kitts & Nevis	Yugoslavia
Denmark	Jordan	St. Lucia	Zaire
Dominica	Kenya	St. Vincent	Zambia
			Zimbabwe

Guarantee Program

MIGA insures private investors against a wide array of political risks, thus making foreign direct investment in developing countries more attractive to investors. The Guarantee Program provides protection against expropriation, currency transfer, war, revolution or civil disturbance, and breach of contract risks.

The amount of insurance granted is limited to the protection of new investments between member countries, where the project is located in a developing-country member. Investments would include expansion, modernization, or financial restructuring of an existing enterprise, and the acquisition of parastatals undergoing privatization.

MIGA insures up to 90 percent of the investment amount, subject to a per project, per coverage limit, which currently stands at US\$50 million. No minimum amount of investment is required to receive a MIGA guarantee.

In order to purchase coverage from MIGA, you should submit a Preliminary Application for Guarantee before the investment is made. (See application and List of Premium Rates in Appendix F.)

Contact: Leigh P. Hollywood
Vice President, Guarantees
MIGA
1818 H Street, NW
Washington, DC 20433
(202) 473-6168

PUBLICATIONS

Convention Establishing the Multilateral Investment Guarantee Agency.
MSGAG. Provides an overview of the purpose and goals of MSGAG and describes how to use MSGAG programs.

Cost: Free

Contact: The World Bank
1818 H Street, N.W.
Washington, D.C. 20433

Financing and Insuring Exports: A User's Guide To Eximbank and FCSA Programs. EXSM. Describes in detail EXSM and FCSA programs. Also contains a contact list and a case study.

Cost: \$50.00

Contact: Eximbank/FCSA Publications
Public Affairs Office
Export-Import Bank of the United States
811 Vermont Avenue, N.W.
Washington, D.C. 20571
(800) 424-5201

International Finance Corporation Annual Report. SSC. Describes the SSC and its programs.

Cost: Free

Contact: International Finance Corporation
1818 H Street, N.W.
Washington, D.C. 20433

Overseas Private Investment Corporation. OPIC. Describes OPIC programs, eligibility and application procedures.

Cost: Free

Contact: Information Officer
Overseas Private Investment Corporation
1615 M Street, N.W.
Washington, D.C. 20527
(202) 457-7010

CHAPTER 7: LEVELING THE PLAYING FIELD

U.S. businesses with operations abroad are often frustrated -- and sometimes harmed -- by excessive trade barriers or unfair trade practices by foreign countries. Or, foreign imports into the United States can seriously injure a domestic industry in a variety of ways.

Many companies feel that, under such circumstances, they are put at an unfair disadvantage and cannot compete as effectively as they would were there a level playing field.

U.S. government agencies can help level the playing field by pushing for foreign country government policy reform and by granting protection and/or compensation to those businesses affected by foreign trade practices and detrimental import competition.

For example, A.I.D. and the U.S. Trade Representative's Office (USTR) work to modify trade and investment policies that make exporters and investors noncompetitive. The International Trade Commission (ITC), USDA, and the Small Business Administration, on the other hand, assist U.S. firms in adjusting to import competition or injuries resulting from unfair trade policies and practices by providing compensation for the damage.

What can I do about unfair trade practices that limit the competitiveness of my exports and the potential profitability of my investments?

What recourse is available if my business is harmed by unfair trade practices?

How can my company get compensation for lost sales due to import competition or excessively high barriers to trade?

How can I get government agencies to work toward a "level playing field" for my line of business?

What is the policy dialogue and reform process? What are investigations and "priority watch lists?"

What relief and other compensation can I get to counter unfair competition?

Table VII

Leveling the Playing Field

<u>Resource</u>	<u>Agency</u>	<u>Contact</u>
Information & Investigations	ITC Trade Reports	Martin Smith (202) 252-1255
	Office of Industries	Robert Rogowsky (202) 252-1296
	Office of Investigations	Lynn Featherstone (202) 252-1161
Policy Dialogue & Reform	A.I.D.	See Appendix E
	USTR	General Number (202) 395-3230
	USDA International Trade Policy	See Appropriate Contact
Import Relief & Other Forms of Compensation	ITC Trade Remedy Assistance	Tim Timberlake (202) 252-2200
	USDA Market Promotion Pgm.	Timothy Rocke (202) 382-9172
	Small Business Administration International Trade Loans	Sheryl Swed (202) 653-7651

Overview of Relevant U.S. Trade Laws

Section 201 of the Trade Act of 1974

Criteria for import relief set forth under Section 201 are based on Article XIX, commonly called the Escape Clause, of the General Agreement on Tariffs and Trade (GATT), an international trade agreement to which the United States is a signatory, under which countries agree not to discriminate against each other, (i.e., to provide most favored nation status).

Article XIX of the GATT is called the Escape Clause, because it permits a country to temporarily evade its GATT obligations with respect to a product when increased imports of that product are causing or threatening to cause serious injury to domestic producers of that or a similar product. International Trade Commission investigations under Section 201, which are described later in this chapter, provide a basis for the President to invoke Article XIX.

Section 201, the U.S. legislative counterpart to GATT Article XIX, allows domestic industries seriously injured by increased imports to petition for import relief in the form of tariffs or quantitative restrictions. The International Trade Commission (ITC) conducts investigations of these petitions.

To be found eligible for relief under Section 201, "serious" injury must be found, and imports must be a "substantial" cause (not less than any other cause) of that injury. However, industries need not prove that an unfair trade practice exists, as required under the antidumping and countervailing duty laws and Section 337 of the Tariff Act of 1930, except in the case of intellectual property infringement.

In addition, relief under Section 201, although temporary, is tailored to the needs of the injured industry to facilitate positive adjustment to import competition. Relief also is not automatically granted to an industry suffering from import competition. Relief is granted only if it is determined that the affected industry will be internationally competitive after a predetermined period of protection or relief.

Section 301 of the Trade Act of 1979 as amended by the Omnibus Trade and Competitiveness Act of 1988

Section 301 has two overriding goals: to enforce U.S. rights under multilateral and bilateral trade agreements and to combat unfair foreign trade practices. The U.S. trade law authorizes and mandates the United States Trade Representative (USTR) to take action against foreign countries that deny U.S. rights under a trade agreement, or whose policies or practices are deemed to be unjustifiable, unreasonable, or discriminatory and burden or restrict U.S. commerce.

If the United States is denied benefits from a trade agreement or if a foreign trading partner commits acts deemed as unjustified, the USTR is required

to take action against the foreign country. The USTR, however, may choose whether to take action if unreasonable or discriminatory acts are found.

The USTR also is required to identify those countries with consistent trade barriers and trade-distorting practices and those that deny adequate and effective protection of intellectual property rights. Once barriers are identified and action initiated, a process of review and negotiation begins in order to bring these countries into line with U.S. interests. This process was seen in 1990 when Japan, India and Brazil were cited as Section 301 offenders and were placed on a "priority watch list."

The USTR has the authority to retaliation against Section 301 offenders by: suspending, withdrawing, or preventing the application of trade agreement concessions with the foreign country; imposing duties, quotas, or other import restrictions; and entering into agreements with the foreign country that eliminate or phase out the acts at issue or provide the United States with appropriate compensation.

Section 337 of the Tariff Act of 1930 as amended by the Omnibus Trade and Competitiveness Act of 1988

Prior to the amendments contained in the Omnibus Trade and Competitiveness Act of 1988, Section 337 prohibited unfair practices that do or have the tendency to destroy or substantially injure an efficiently and economically operated U.S. industry, or monopolizing or restraining trade and commerce in the United States.

The 1988 Trade Act amends Section 337 in principally three ways. First, the Act eliminates the need to prove injury or the threat of injury of any kind, for all complaints alleging that imports either infringe a valid and enforceable U.S. patent, registered copyright, registered trademark, registered mask work, or were made, produced, processed, or mined using a process covered by the claims of a valid and enforceable U.S. patent. Second, the amendments eliminate for all complainants the need to prove that they are "efficiently and economically operated," and substantially reduce the requirement to prove that they constitute a "domestic" industry in the United States. Third, the Act amends Section 337's temporary relief proceedings, shortening the time for required completion, on the theory that an accelerated procedure would be more useful to complaints.

Determination of Injury. An injury determination is found if the imports at issue:

- 1) infringe a valid and enforceable U.S. patent;
- 2) infringe a valid and enforceable U.S. copyright;
- 3) are made, produced, processed, or mined under, or by means of, a process covered by the claims of a valid and enforceable U.S. patent;
- 4) infringe a valid and enforceable U.S. trademark registered under the Trademark Omnibus Trade Act of 1946; or,

- 5) are semiconductor chip products that infringe a mask work registered under chapter 9 of title 17, United States Code.

However, the proof of injury requirement remains intact for complainants alleging any other type of unfair act or method of competition, including infringement of a common law trademark, theft of trade secrets, restraint of trade, or monopolization.

Information and Investigations under U.S. Trade Laws

INTERNATIONAL TRADE COMMISSION (ITC)

500 E Street, SW
Washington, DC 20436
(202) 252-1000

Background

The International Trade Commission (ITC) investigates complaints of unfair trade practices and provides trade remedy assistance under a variety of statutes. It also monitors country trade policies and tracks imports and exports of over 6,000 products.

The Trade Reports Division

The Trade Reports Division in the Office of Economics is the International Trade Commission's "country desk" resource.

Economists in the division regularly monitor trade policy and trade-related economic trends in key trading nations: the EC, Japan, Canada, Mexico, Brazil, and the newly industrialized economies of Asia. Activities of the main international organizations dealing with trade issues--the General Agreement on Tariffs and Trade (GATT), the Organization for Economic Cooperation and Development (OECD), and the United Nations Conference on Trade and Development (UNCTAD)--are also monitored, including developments in the current Uruguay Round of GATT-sponsored multilateral trade negotiations.

The division's country-desk resources complement the commodity/industry expertise of the Office of Industries.

Together, they give the Commission the capability to respond to the needs of U.S. trade policymakers for research and information, using either an industry or a country approach or some combination, whichever is most appropriate.

Contact: Martin Smith
Chief
Trade Reports Division
U.S. International Trade Commission
500 E Street, SW
Washington, DC 20436
(202) 252-1255

Office of Industries

The Office of Industries has more than 140 international trade analysts and support staff to provide the Commission, the Office of the President, the Congress, and the public with technical and economic information and assessments of U.S. industries and merchandise trade.

The office is organized into six commodity divisions covering the major industrial sectors: agriculture and forest products, textiles and apparel, energy and chemicals, minerals and metals, machinery and equipment, and miscellaneous manufactures.

Within divisions, international trade analysts track the import, export, production, and sale of more than 8,000 agricultural and manufactured products and raw materials.

Contact: Robert A. Rogowski
Director
Office of Industries
U.S. International Trade Commission
500 E Street, SW
Washington, DC 20436
(202) 252-1296

Office of Investigations

Investigations Under Section 201 of the Trade Act of 1974. The Commission conducts investigations upon receipt of these items:

- A petition from a firm, trade association, group of workers, or other entity representing a domestic industry;
- A request from the President or the Office of the U.S. Trade Representative (USTR);
- A resolution of the House Committee on Ways and Means or the Senate Committee on Finance; or
- Its own motion.

The purpose of the investigation is to determine whether a product is being imported in such increased quantities as to cause substantial injury, or the threat thereof, to the domestic industry producing an article similar to or directly competitive with the imported article.

Investigations Under Section 332 of the Tariff Act of 1930. The International Trade Commission conducts general fact-finding investigations on any matter involving tariffs and international trade under Section 332 of the Tariff Act of 1930. You may receive copies of these reports through the Office of the U.S. Trade Representative, the House Ways and Means Committee, or the Senate Finance Committee.

Investigations of Unfair Practices in Import Trade Under Section 337 of the Tariff Act of 1930. Under Section 337, the International Trade Commission applies U.S. statutory and common law on unfair competition to the importation of products into the United States and their sale. Upon receipt of a complaint under oath from an interested party or upon its own motion, the Commission conducts investigations to determine fairness in methods of competition or unfair acts in the importation or sale of articles.

Contact: Mr. Lynn Featherstone
Director
Office of Investigations
U.S. International Trade Commission
500 E Street, SW
Washington, DC 20436
(202) 252-1161

Policy Dialogue and Reform

AGENCY FOR INTERNATIONAL DEVELOPMENT (A.I.D.)

Europe Near East Bureau
Room 4440 New State
Washington, D.C. 20523-0053
(202) 647-7201

A.I.D. supports economic and policy reform programs of national governments in 20 countries of Asia, Eastern Europe, the Near East, North Africa, and the Pacific and 70 countries around the World. As part of its agribusiness promotion strategy, it is encouraging reforms that contribute to more market-oriented economies. Agribusinesses with specific insights into constraints faced by business in individual countries are encouraged to contact A.I.D. in Washington or individual country missions (see Appendix E).

U.S. TRADE REPRESENTATIVE (USTR)

600 17th Street, NW
Washington, DC 20506
(202) 395-3230

Background

An agency of the Executive Office of the President, the Office of the U.S. Trade Representative (USTR) coordinates U.S. trade policy. USTR's chief responsibility is to represent the United States in the General Agreement on Tariffs and Trade (GATT), the Organization for Economic Cooperation and Development (OECD), the United Nations Conference on Trade and Development (UNCTAD), and other multilateral trade institutions.

Since most of its activities involve actual trade negotiations, USTR provides only limited services to the private sector. Nevertheless, as USTR is the supervising agency of the United States General System of Preferences (GSP), it can provide information on how to work within that system.

General System of Preferences (GSP)

GSP is a system of preferential tariffs on particular goods from developing countries in order to help these countries compete against more developed countries in industrial-country markets. Most industrial nations have similar programs.

USTR holds occasional overseas technical seminars to explain how to use GSP, fill out forms, and expand GSP coverage. The seminars are organized upon official request from foreign governments.

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
Washington, DC 20250
(202) 447-7115

The International Trade Policy (ITP) Division of the Foreign Agricultural Service coordinates and directs USDA's responsibilities in international trade agreements and negotiations. ITP assists in identifying and reducing foreign trade barriers and practices that discourage the export of U.S. farm products.

Specific divisions within ITP monitor concessions gained in bilateral and multilateral (within GATT) trade negotiations; facilitate bilateral trade and economic cooperation with centrally planned economies; and protect American farmers and farm the industry from injurious import competition. The Technical Office alerts exporters to any changes in regulations and is available to discuss these regulations. Overseas agricultural counselors and attaches are the primary sources of information.

Multilateral Trade Policy Affairs Division	(202) 382-1312
Western Europe & Inter-America Division	(202) 382-1340
Asia, Africa and Eastern Europe Division	(202) 382-1289
Technical Office	(301) 344-2651

Import Relief and Other Forms of Compensation

INTERNATIONAL TRADE COMMISSION (ITC)

500 E Street, SW
Washington, DC 20436
(202) 252-1000

Background

The International Trade Commission (ITC) investigates complaints of unfair trade practices and provides trade remedy assistance under U.S. trade statutes.

Trade Remedy Assistance Office

The Trade Remedy Assistance Office was established under the Omnibus Trade and Competitiveness Act of 1988 to expand the assistance made available by The International Trade Commission (ITC) to the public and to small businesses seeking benefits or relief under U.S. trade laws.

In response to inquiries from the public, the office provides information on the various trade laws identified in 19 U.S.C. 1339. When appropriate, the office makes referrals to other offices within ITC and to other agencies responsible for administering particular trade laws.

The office also provides technical assistance, as defined in ITC rules, to eligible small businesses seeking a remedy under one or more of the trade laws. Eligibility for technical assistance is determined by reference to the size standards for small businesses established by the Small Business Administration (SBA), as follows:

Wholesale	Maximum number of 100 employees for preceding 12 months.
Retail	Average annual receipts less than \$3.5 million for last three years.
Service	Average annual receipts less than \$3.5 million for last three years.
Construction	Average annual receipts for the last three years do not exceed an average of \$9.5 million. Special trade construction is limited to \$7 million.
Manufacturing	The average number of employees per pay period for the last year does not exceed an average of 500. This includes part-time and temporary employees.

The Small Business Act excludes certain businesses, however, including the following:

- Newspapers and magazines; movie theaters and operators of commercial radio and television stations; theatrical productions; book publishers; film, record or tape distributors, or other firms dealing in the creation, origination, expression or distribution of ideas, values, thoughts, or opinions. Producers, importers, exporters, retailers or distributors of communications such as greeting cards, books, sheet music, pictures, posters, films, tapes, live broadcasts or other performances, and recordings of musical programs are also ineligible;
- Nonprofit enterprises, with the exception of sheltered workshops;
- Floor planning;
- Gambling;

- Speculation in any kind of property, real or personal, tangible or intangible; and
- Illegal activities.

Applications may not be accepted from persons currently incarcerated or on probation or parole. In providing technical assistance, the office staff is available to meet with eligible small businesses to discuss the procedures for obtaining relief. The office has assisted small businesses in analyzing their trade-related problems to determine which statutes may offer relief. Technical assistance may include review of draft complaints or petitions prepared by the eligible small business for a final petition for filing. Technical assistance may also include informal legal advice and assistance for the eligible business during administrative review of petitions and any subsequent appeals.

Contact: Tim Timberlake
 Director
 Trade Remedy Assistance Office
 U.S. International Trade Commission
 500 E Street, SW
 Washington, DC 20436
 (202) 252-2200

U.S. DEPARTMENT OF AGRICULTURE (USDA)

14th Street & Independence Avenue, SW
 Washington, DC 20250
 (202) 447-7115

General Information

The U.S. Department of Agriculture (USDA) provides financial assistance to U.S. firms injured by host-country unfair trade practices through its Market Promotion Program (MPP), formerly the Targeted Export Assistance (TEA) Program. The MPP, using funds from the Commodity Credit Corporation (CCC), partially compensates U.S. producers for the losses they incur as a direct result of violations of Section 301 of the Trade Act of 1974.

Market Promotion Program (MPP)

The Market Promotion Program (MPP), formerly the Targeted Export Assistance Program (TEA), is under the Foreign Agricultural Service and is funded through Commodity Credit Corporation certificates. Its primary object is to provide financial assistance to U.S. producers to promote agricultural products that have been adversely affected by unfair foreign trade practices.

Eligibility. The MPP Program gives preference to producers whose products have received a favorable decision under Section 301 of the Trade Act of 1974, or whose exports have been harmed by retaliatory actions related to a favorable Section 301 decision. Preference is also given to nonprofit trade groups that

represent specific, disadvantaged industries. Allocation is based on the following factors:

- Identification of the commodity or product to be promoted and the degree to which the organization represents U.S. producer interests on a nationwide basis.
- Degree to which exports may benefit from promotional activities.
- Dollar amount of assistance requested.
- Identification of an unfair foreign trade practice and the extent to which it has adversely affected the exports.
- Extent to which the applicant is willing to contribute resources to the joint project.
- Applicant's prior export development experience and the competence of its administrative and personnel resources.
- Historical export levels of the commodity or product.
- Anticipated likelihood of success of the proposed project in terms of increasing U.S. exports or mitigating the unfair trade practice and/or its effects.
- Determination of adequate supply of the product or commodity.
- Degree to which the composition of the commodity or product is of U.S. origin; products whose composition is less than 50 percent U.S. origin, determined on a weight or value basis, are not considered.

Coverage. The commodities covered by the MPP programs include nectarines, plums, pears, wheat and semolina, canned peaches and fruit cocktail, feed grains, dry peas and lentils, table and concord grapes, apples, wood products, poultry and eggs, soybeans, dried prunes, almonds, walnuts, raisins, fresh and processed citrus, rice, frozen potatoes, confectionery and other processed food products, red meat, pasta products, seafood, wool products, avocados, kiwifruit, pistachios, catfish, sweet and tart cherries, processed corn, wine, cotton, strawberries, hops bourbon, leather, bovine semen, dry beans, honey, peanuts, tobacco, seeds, mink pelts, hay and alfalfa products, and sunflower seeds.

Application Process. Under the MPP Program, surplus stocks or CCC funds are used to partially reimburse agricultural organizations conducting overseas market development projects for eligible products in specified countries. Proposals for MPP programs must be submitted to USDA no later than 45 days after USDA publishes a program announcement in the Federal Register.

After a program has been approved and announced, participating organizations and firms will sign an agreement with CCC and submit activity plans to FAS describing specific activities and proposed budgets, which are partially

reimbursable with CCC funds or certificates. CCC certificates can be redeemed for CCC commodities or sold.

The FAS may also approve requests for advances of CCC resources which do not exceed 40 percent of the dollar amount approved by FAS. The advance must be fully disbursed within 90 days of receipt. No certificates are issued to reimburse expenses until the organization or firm submits expense claims sufficient to cover the amount of the advance.

Application/Proposal Content. A private U.S. firm should follow these guidelines when submitting a proposal to MPP. However, note that it is preferred that U.S. private companies participate in MPP programs through a nonprofit trade association representing the interests of that specific product or commodity.

U.S. private companies may participate in the MPP program to promote their agricultural commodities or products through one of the following three mechanisms: a branded product promotion program sponsored by a nonprofit MPP participant organization that represents a specific commodity; a similar program sponsored by one of the four regional state groups (MPP/CO, SUSTA, EUSAFEC, and WUSATA); or a commodity-specific MPP Export Incentive Program (MPP/EIP) administered directly by the FAS.

All three programs operate on fundamentally the same basis. Each reimburses participating U.S. private firms for no more than 50 percent of eligible direct promotional costs in pre-approved foreign markets.

Direct promotional costs include electronic and print media advertising, trade-only trade fair participation, point-of-sale demonstrations and materials, and press services. However, they do not cover travel and per diem, salary-related or other administrative expenses, sales, awards, product samples, prizes, giveaways, coupons or other deals, and entertainment.

For more information:

To submit an application:

Contact: Timothy Rocke
MPP Program
USDA/FAS
Room 4509-South Building
Washington, DC 20250-1000
(202) 382-9172

Contact: Marketing Programs Div.
Room 4932-S
USDA/FAS
Room 4509-South Building
Washington, DC 20250-1000
(202) 447-4327

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

1441 L Street, NW
Washington, DC 20416
(202) 653-7561

General Information

Through its International Trade Loan Program, the Small Business Administration (SBA) provides small business exporters with financial support only, including direct loans and loan guarantees.

International Trade Loan Program

The International Trade Loan Program helps small businesses both those engaged or preparing to engage in international trade and those adversely affected by import competition. These loans are made through lending institutions under the SBA's Guaranty Loan Program.

SBA offers direct loans and loan guarantees to small business exporters. It guarantees up to 85 per cent of a private lending institution's loan to an eligible small business if the total SBA-guaranteed portion does not exceed the Agency's \$750,000 statutory loan guarantee limit. However, SBA can provide a maximum guarantee of 90 per cent for loans of less than \$155,000.

Eligibility. To be eligible for a loan, you must first attempt to secure a loan from a private bank, invest a reasonable amount of capital in the business, and demonstrate that you can repay the loan. Furthermore, the applicant must establish that:

- The loan proceeds will significantly expand existing export markets or develop new export markets by submitting a detailed business plan, including both a profit and loss projection and a narrative rationale, or
- The applicant is harmed by import competition. Injury must be demonstrated through a narrative explanation as well as financial statements showing that imports are directly competitive and have contributed significantly to the decline in the firm's competitive position and profitability. Important factors to include are a decline in sales and production, underutilization of capacity, decreased profitability, or the threat of (or actual) separation of production employees.

Terms of Agreement. Once it has been determined that you are eligible for a loan under this program, SBA can guarantee up to \$1.25 million, less the amount of its guaranteed portion of loans outstanding under its regular lending program.

Only collateral in the United States is acceptable for an SBA loan. The lender is required to take a first lien position (or first mortgage) on the items to be financed under the program. Additional collateral may be required as appropriate.

The proceeds of the loan may be used for working capital or facilities and/or equipment, which includes the purchase of land and buildings, construction of new facilities, renovating, purchasing, or reconditioning machinery/equipment/fixtures, and/or other improvements that will be used in the United States to produce goods or services.

Maturities may extend to the 25-year maximum that applies to most SBA loan programs.

Contact: Sheryl J. Swed
Director
Office of International Trade
U.S. Small Business Administration
1441 L Street, NW
Washington, DC 20416

PUBLICATIONS

Law and Policy in International Business, Georgetown University Law Center, Volume 20, Number 3, 1989. Articles providing an overview and analysis of the Omnibus Trade and Competitiveness Act of 1988.

Operation of the Trade Agreements Program. An International Trade Commission publication that provides Congress with information on trade policy and its administration.

Cost: Free. USITC Publication 2208, July 1989

Contact: United States International Trade Commission
Washington, DC 20436

Chapter 8: When This Guide Is Not Enough...

This **Guide** was designed to provide direction in gaining access to a wide variety of information on government-supported resources. If you have further questions or suggestions on how to make it more useful, contact one of the following:

John Balis
Agribusiness Advisor
Agency for International Development
Room 4440 New State
Washington, D.C. 20523-0053

Phone: (202) 647-7270
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or

Maiko F. Chambers or Mark D. Newman
Agribusiness Research and Consulting
Abt Associates Inc.
4800 Montgomery Lane Suite 600
Bethesda, MD 20814

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APPENDIX A: LIST OF ACRONYMS

A.I.D.	Agency for International Development
AIMS	Agricultural Information and Marketing Services of the Foreign Agricultural Service, Department of Agriculture
APHIS	Animal and Plant Health Inspection Service, Department of Agriculture
ARS	Agricultural Research Service, Department of Agriculture
BXA	Bureau of Export Administration, Department of Commerce
CCC	Commodity Credit Corporation, Department of Agriculture
CIMS	Commercial Information Management System of the U.S. & Foreign Commercial Service, Department of Commerce
CIR	Center for International Research, Bureau of the Census
CMP	Commodity and Marketing Programs of the Foreign Agricultural Service, Department of Agriculture
DOC	Department of Commerce
ELAIN	Export License Application and Information Network of the Bureau of Export Administration, Department of Commerce
ELAN	Export Legal Assistance Network, U.S. Small Business Administration
ERLC	Export Revolving Line of Credit Program, U.S. Small Business Administration
ERS	Economic Research Service, Department of Agriculture
EXIM	Export-Import Bank of the United States
FAS	Foreign Agricultural Service, Department of Agriculture
FCIA	Foreign Credit Insurance Association, Export-Import Bank of the United States
GATT	General Agreement on Tariffs and Trade

APPENDIX A: LIST OF ACRONYMS (CONTINUED)

IADB	Inter-American Development Bank
IDB	International Data Base of the Center for International Research, Bureau of the Census
IEP	International Economic Policy of the International Trade Administration, Department of Commerce
IFC	International Finance Corporation
IIS	Investor Information Service, Overseas Private Investment Corporation
ITA	International Trade Administration, Department of Commerce
MIGA	Multilateral Investment Guarantee Agency
NCSCI	National Center for Standards and Certificates Information of the National Bureau of Standards, Department of Commerce
PAS	Policy and Advisory Services, Multilateral Investment Guarantee Agency
OPEC	Organization of Petroleum Export Countries
OPIC	Overseas Private Investment Corporation
SBA	U.S. Small Business Administration
SBIC	Small Business Investment Company, U.S. Small Business Administration
SITC	Standard International Trade Classification
STELA	System for Tracking Export License Application of the Bureau of Export Administration, Department of Commerce
TD	Trade Development of the International Trade Administration, Department of Commerce
TEA	Targeted Export Assistance Program of the Foreign Agricultural Service, Department of Agriculture
TOP	Trade Opportunities Program of the International Trade Administration, Department of Commerce
US&FCS	U.S. & Foreign Commercial Service, Department of Commerce
XIS	Export Information System, U.S. Small Business Administration

APPENDIX B: CONTACT LIST

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Washington, DC 20433

Agricultural Research Service
U.S. Department of Agriculture
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BARC-West
Beltsville, MD 20705
(301) 344-2264

AgriData Resources, Inc.
330 East Kilbourn
Milwaukee, WI 53203
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A.I.D.
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U.S. Department of Commerce
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Comparison Shopping Service
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Room 341-E
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Washington, DC 20250
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APPENDIX B: CONTACT LIST (CONTINUED)

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Foreign Credit Insurance Assoc.
Export-Import Bank
40 Rector St., 11th Floor
New York, NY 10006
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APPENDIX B: CONTACT LIST (CONTINUED)

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International Trade Administration
U.S. Department of Commerce
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Sandy Zuckerman
Automotive Affairs &
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Trade Development
U.S. Department of Commerce
14th St. & Constitution, NW
Washington, DC 20230
(202) 377-2624

APPENDIX C: DEPARTMENT OF COMMERCE INTERNATIONAL TRADE ADMINISTRATION

DISTRICT OFFICES AND TELEPHONE NUMBERS

Headquarters	(202) 377-5777
Birmingham, Alabama	(205) 731-1331
Anchorage, Alaska	(907) 271-5041
Phoenix, Arizona	(602) 261-3285
Little Rock, Arkansas	(501) 378-5794
Los Angeles, California	(213) 209-6707
Santa Ana, California	(714) 836-2461
San Diego, California	(619) 557-5395
San Francisco, California	(415) 556-5860
Denver, Colorado	(303) 844-3246
Hartford, Connecticut	(203) 240-3530
Miami, Florida	(305) 536-5267
Clearwater, Florida	(813) 461-0011
Jacksonville, Florida	(904) 791-2796
Orlando, Florida	(407) 648-1608
Tallahassee, Florida	(904) 488-6469
Atlanta, Georgia	(404) 347-7000
Savannah, Georgia	(912) 944-4204
Honolulu, Hawaii	(808) 541-1782
Boise, Idaho	(208) 334-3857
Chicago, Illinois	(312) 353-4450
Palatine, Illinois	(312) 397-3000
Rockford, Illinois	(815) 987-8100
Indianapolis, Indiana	(317) 269-6214
Des Moines, Iowa	(515) 284-4222
Wichita, Kansas	(316) 269-6160
Louisville, Kentucky	(502) 582-5066
New Orleans, Louisiana	(504) 589-6546
Augusta, Maine	(207) 622-8249
Baltimore, Maryland	(301) 962-3560
Boston, Massachusetts	(617) 565-8563
Detroit, Michigan	(313) 226-3650
Grand Rapids, Michigan	(616) 456-2411
Minneapolis, Minnesota	(612) 348-1638
Jackson, Mississippi	(601) 965-4388
Kansas City, Missouri	(816) 426-3141
St. Louis, Missouri	(314) 425-3302
Omaha, Nebraska	(402) 221-3664
Reno, Nevada	(702) 784-5203
Trenton, New Jersey	(609) 989-2100
Albuquerque, New Mexico	(505) 766-2386
Santa Fe, New Mexico	(505) 827-0264

APPENDIX C: DOC DISTRICT OFFICES AND TELEPHONE NUMBERS (CONTINUED)

Buffalo, New York	(716) 846-4191
New York, New York	(212) 264-0634
Rochester, New York	(716) 263-6480
Greensboro, North Carolina	(919) 333-5345
Cincinnati, Ohio	(513) 684-2944
Cleveland, Ohio	(216) 522-4750
Oklahoma City, Oklahoma	(405) 231-5302
Tulsa, Oklahoma	(918) 581-7650
Portland, Oregon	(503) 221-3001
Philadelphia, Pennsylvania	(215) 597-2851
Pittsburgh, Pennsylvania	(412) 644-2850
San Juan, Puerto Rico	(809) 766-4555
Providence, Rhode Island	(401) 528-5104
Columbia, South Carolina	(803) 765-5345
Charleston, South Carolina	(803) 724-4361
Memphis, Tennessee	(901) 521-4137
Nashville, Tennessee	(615) 736-5161
Austin, Texas	(512) 482-5939
Dallas, Texas	(214) 767-0542
Houston, Texas	(713) 229-2578
Salt Lake City, Utah	(801) 524-5116
Richmond, Virginia	(804) 771-2246
Washington, DC	(202) 377-3181
Seattle, Washington	(206) 442-5616
Spokane, Washington	(509) 456-4557
Charleston, West Virginia	(304) 347-5123
Milwaukee, Wisconsin	(414) 291-3473

APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION

REGIONAL AND DISTRICT OFFICES

Region 1

Connecticut, Maine, Massachusetts,
New Hampshire, Rhode Island, and
Vermont

SBA Regional Office
60 Battery March St.
Boston, Massachusetts 02110
(617) 451-2023

SBA District Office
330 Main St.
Second Floor
Hartford, Connecticut 06106
(203) 240-4700

SBA District Office
40 Western Ave.
Room 512
Augusta, Maine 04330
(207) 622-8378

SBA District Office
10 Causeway St.
Room 265
Boston, Massachusetts 02222-1093
(617) 565-5590

SBA District Office
55 Pleasant St.
Room 210
Concord, New Hampshire 03301-1257
(603) 225-1400

SBA District Office
380 Westminster Mall
Fifth Floor
Providence, Rhode Island 02903
(401) 528-4561

SBA District Office
87 State St.
Room 205
Montpelier, Vermont 05602
(802) 828-4474

Region 2

New York, New Jersey, Puerto Rico,
and the Virgin Islands

SBA Regional Office
26 Federal Plaza
Room 31-08
New York, New York 10278
(212) 264-7772

SBA District Office
Carlos Chardon Ave.
Room 691
Hato Rey, Puerto Rico 00918
(809) 753-4002

SBA District Office
26 Federal Plaza
Room 3100
New York, New York 10278
(212) 264-4355

SBA District Office
60 Park Place
Fourth Floor
Newark, New Jersey 07102
(201) 645-2434

SBA District Office
100 South Clinton St.
Room 1071
Syracuse, New York 13260
(315) 423-5383

Region 3

Maryland, Pennsylvania, Virginia,
Washington, DC, and West Virginia

SBA Regional Office
475 Allendale Road
Suite 201
King of Prussia, Pennsylvania 19406
(215) 962-3750

APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION OFFICES (CONTINUED)

Region 3 (Continued)

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Third Floor
Baltimore, Maryland 21202
(301) 962-4392

SBA District Office
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19406
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SBA District Office
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Fifth Floor
Pittsburgh, Pennsylvania 15222
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SBA District Office
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Richmond, VA 23240
(804) 771-2617

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1111 18th St., NW
Sixth Floor
Washington, DC 20036
(202) 634-1500

SBA District Office
168 West Main St.
Fifth Floor
Clarksburg, West Virginia 26301
(304) 623-5631

Region 4

Alabama, Florida, Georgia, Kentucky,
Mississippi, North Carolina, South
Carolina and Tennessee

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Atlanta, Georgia 30367-8102
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Region 4 (Continued)

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SBA District Office
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SBA District Office
7825 Baymeadows Way
Suite 100-B
Jacksonville, Florida 32256-7504
(904) 443-1950

SBA District Office
1720 Peachtree Road, NW
Sixth Floor
Atlanta, Georgia 30309
(404) 347-2441

SBA District Office
600 Martin Luther King, Jr. Place
Room 188
Louisville, Kentucky 40202
(502) 582-5976

SBA District Office
101 West Capital St.
Suite 400
Jackson, Mississippi 39201
(601) 965-4378

SBA District Office
222 S. Church St.
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Charlotte, North Carolina 28202
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SBA District Office
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APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION OFFICES (CONTINUED)

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SBA District Office
219 S. Dearborn St.
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(312) 353-4528

SBA District Office
575 North Pennsylvania St.
Room 578
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(317) 226-7272

SBA District Office
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Room 515
Detroit, Michigan 48226
(313) 226-6075

SBA District Office
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Suite 610
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Room 317
Cleveland, Ohio 44199
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SBA District Office
212 East Washington Ave.
Room 213
Madison, Wisconsin 53703
(608) 264-5261

SBA District Office
85 Marconi Boulevard
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Columbus, Ohio 43215
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Region 6

Arkansas, Louisiana, New Mexico,
Oklahoma, and Texas

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APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION OFFICES (CONTINUED)

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Iowa, Kansas, Missouri, and Nebraska

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SBA District Office
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Region 8

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South Dakota, Utah, and Wyoming

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APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION OFFICES (CONTINUED)

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SBA District Office
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(801) 524-5800

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(307) 261-5761

Region 9

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APPENDIX D: U.S. SMALL BUSINESS ADMINISTRATION OFFICES (CONTINUED)

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APPENDIX E: A.I.D. MISSIONS DIRECTORY

AFRICA, EAST & SOUTHERN Regional Economic Development Services (REDSO/ESA) Agency for International Development Washington, DC 20520-8900	BURMA USAID/Rangoon Agency for International Development Washington, DC 20520-4250
AFRICA, WEST & CENTRAL Regional Economic Development Services (REDSO/WSA) c/o American Embassy Agency for International Development Washington, DC 20520-2010	BURUNDI USAID/Bujumbura Agency for International Development Washington, DC 20520-2100
BANGLADESH USAID/Dhaka Agency for International Development Washington, DC 20520-6120	CAMEROON USAID/Yaounde Agency for International Development Washington, DC 20520-2460
BELIZE USAID/Belize City Agency for International Development Washington, DC 20520-3050	CAPE VERDE AIU Section/Praia Agency for International Development Washington, DC 20520-2460
BENIN See Togo	CARIBBEAN AID Regional Development Office USAID/Bridgetown Agency for International Development FPO Miami 34054-3120
BOLIVIA USAID APO Miami 34032-3220	CENTRAL AMERICA REG. OFFICE (ROCAP) USAID/Guatemala City Agency for International Development APO Miami 34024-3190
BOTSWANA USAID/Gaborone Agency for International Development Washington, DC 20520-2170	CHAD USAID Office of AID Rep./N'Djamena Agency for International Development Washington, DC 20520-2410
BRAZIL USAID/AAO APO Miami 34030-7500	THE GAMBIA Office of AID Rep./Banjul Agency for International Development Washington, DC 20520-2070
BURKINA FASO USAID/Ouagadougou Agency for International Development Washington, DC 20520-2440	
CHILE Office of AID Rep./Santiago Agency for International Development Washington, DC 20520-3460	

APPENDIX E: A.I.D. MISSIONS DIRECTORY (CONTINUED)

COLOMBIA
USAID/Bogota
APO Miami 34038-3030

COSTA RICA
USAID/Costa Rica
APO Miami 34020-3440

DOMINICAN REPUBLIC
USAID/Santo Domingo
APO Miami 34041-3470

ECUADOR
USAID/Quito
APO Miami 34039-3420

EGYPT
USAID/Cairo
Box 10
FPO New York 09527-7700

EL SALVADOR
USAID/San Salvador
APO Miami 34023-3450

ETHIOPIA
Office of AID Rep.
USAID/Addis Ababa
Agency for International Development
Washington, DC 20520-4290

FIJI
Regional Development Office/
South Pacific, Suva
Agency for International Development
Washington, DC 20520-4290

JAMAICA
USAID/Kingston
Agency for International Development
Washington, DC 20520-3210

JORDAN
USAID/Amman
Agency for International Development
Washington, DC 20520-6050

GHANA
Office of AID Rep./Accra
Agency for International Development
Washington, DC 20520-2020

GUATEMALA
USAID/Guatemala City
APO Miami 34024-3190

GUINEA
Office of AID Affairs/Conakry
Agency for International Development
Washington, DC 20520-2110

GUINEA-BISSAU
USAID/Bissau
Agency for International Development
Washington, DC 20520-2080

HAITI
USAID/Port au Prince
Agency for International Development
Washington, DC 20520-3400

HONDURAS
USAID/Tegucigalpa
Agency for International Development
APO Miami 34022-3480

INDIA
USAID/New Delhi
Agency for International Development
Washington, DC 20520-9000

INDONESIA
USAID/Jakarta
Agency for International Development
Box 4
APO San Francisco 96356-8200

MAURITANIA
USAID/Nouakchott
Agency for International Development
Washington, DC 20520-2430

MOROCCO
USAID/Rabat
APO New York 09284-9400

APPENDIX E: A.I.D. MISSIONS DIRECTORY (CONTINUED)

KENYA USAID/Nairobi Agency for International Development Washington, DC 20520-8900	MOZAMBIQUE USAID/Maputo Agency for International Development Washington, DC 20520-2330
LEBANON USAID/Beirut Agency for International Development Washington, DC 20520-6070	NEPAL USAID/Kathmandu Agency for International Development Washington, DC 20520-6190
LESOTHO USAID/Maseru Agency for International Development Washington, DC 20520-2340	NIGER USAID/Niamey Agency for International Development Washington, DC 20520-2420
LIBERIA USAID/Monrovia Agency for International Development APO New York 09155-8800	NIGERIA AID Section/American Embassy/Lagos Agency for International Development Washington, DC 20520-8300
MADAGASCAR USAID/Antananarivo Agency for International Development Washington, DC 20520-2040	OMAN Office of AID Rep./Muscat Agency for International Development Washington, DC 20520-6220
MALAWI USAID/Lilongwe Agency for International Development Washington, DC 20520-2280	PAKISTAN USAID/Islamabad Agency for International Development Washington, DC 20520-8100
MALI USAID/Bamako Agency for International Development Washington, DC 20520-2050	PAKISTAN USAID/Karachi Agency for International Development Washington, DC 20520-6150
PERU USAID/Lima APO Miami 34031-3230	SWAZILAND USAID/Mbabane Agency for International Development Washington, DC 20520-2350
THE PHILIPPINES USAID/Manila APO San Francisco 96528-8600	TANZANIA USAID/Dar es Salaam Agency for International Development Washington, DC 20520-2140
RWANDA Office of the AID Rep./Kigali Agency for International Development Washington, DC 20520-2210	THAILAND USAID/Bangkok APO San Francisco 96346-7200

APPENDIX E: A.I.D. MISSIONS DIRECTORY (CONTINUED)

SENEGAL
USAID/Dakar
Agency for International Development
Washington, DC 20520-2130

SIERRA LEONE
AID Section/American Embassy/Freetown
Agency for International Development
Washington, DC 20520-2160

SOMALIA
USAID/Mogadishu
Agency for International Development
Washington, DC 20520-2360

REPUBLIC OF SOUTH AFRICA
USAID/Pretoria
c/o American Embassy
Agency for International Development
Washington, DC 20520-9300

SRI LANKA
USAID/Colombo
Agency for International Development
Washington, DC 20520-6100

THE SUDAN
USAID/Khartoum
Agency for International Development
Washington, DC 20520-2200

TOGO
USAID Rep./Lome
Agency for International Development
Washington, DC 20520-2300

TUNISIA
USAID/Tunis
Agency for International Development
Washington, DC 20520-6360

UGANDA
USAID/Kampala
Agency for International Development
Washington, DC 20520-2190

UPPER VOLTA
See Burkina Faso

YEMEN ARAB REPUBLIC
USAID/SANAA (ID)
Agency for International Development
Washington, DC 20520-6330

REPUBLIC OF ZAIRE
USAID/Kinshasa
APO New York 09662-2220

ZAMBIA
USAID/Lusaka
Agency for International Development
Washington, DC 20520-2310

ZIMBABWE
USAID/Harare
Agency for International Development
Washington, DC 20520-2180

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Multilateral Investment Guarantee Agency

Preliminary Application for Guarantee

The undersigned hereby requests that MIGA register the proposed investment to assure that its eligibility for a MIGA guarantee will not be prejudiced if the investment is committed or made while the registration is in effect. Upon acceptance, a Notice of Registration will be issued which will remain in effect for the period specified therein. This Notice does not constitute a commitment either for MIGA to offer a guarantee or for the investor to accept such a guarantee.

MIGA will treat all information contained in this application as confidential, and will not disclose it outside the Agency except with the applicant's consent.

A. INVESTOR:

1. Name: _____
Address: _____
Telephone: _____ Telex: _____ Telefax: _____

2. Investor's legal status:
 Individual; nationality: _____
 Corporation; incorporated in: _____
Principal place of business: _____
Majority of capital owned by nationals of: _____

3. Authorized representative appointed to deal with MIGA:
Name: _____
Address (if other than investor): _____
Telephone: _____ Telex: _____ Telefax: _____

B. INVESTMENT:

1. Host country: _____
2. Name of project enterprise (if available): _____
3. Product(s) and/or service(s) to be produced: _____

4. Total cost of project (including debt and other investor's contributions, if any): _____

(continued on other side)

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5. Please list other investors (local and foreign): _____

6. Types and estimated values of investor's contributions for which a guarantee is desired (in the currency in which MIGA guarantee will be requested):

(a) Equity: _____

(b) Loan or loan guarantee by equity investor: _____
Repayment period: _____

(c) Other form(s) of investment: _____
Type of investment: _____

Total contribution by investor: _____

7. If the investment project involves acquiring an existing enterprise:

(a) describe changes and restructuring to be performed: _____

(b) indicate proportion of investor's contributions allocated to:
acquisition _____%, financial restructuring _____%,
and expansion/modernization _____%, respectively.

8. Estimated date of irrevocable commitment to invest or date of first disbursement: _____

C. TYPE OF GUARANTEE REQUESTED:

1. Risks to be covered by MIGA:

Currency Transfer

Expropriation

Breach of Contract

War/Civil Disturbance

2. Please list other insurers from which coverage for non-commercial risks has been (will be) requested: _____

D. APPLICATION MADE BY:

I hereby affirm that none of the investment for which coverage is sought has been irrevocably committed or made as of this date, and I am aware that an investment irrevocably committed or made prior to MIGA's acceptance will not be eligible for coverage.

Investor or authorized representative (Signature): _____

Name and Title: _____

Date: _____

PREMIUM RATES

Premium rates are determined individually for each type of cover and each project and are dependent on MIGA's project risk assessment. The premium rates for each coverage can range from 0.30 percent to 1.5 percent of the Amount of Guarantee depending on the risk profile of each project.

The base rates provided below are intended to assist the investor in calculating an approximation of the total cost of MIGA insurance under a Contract of Guarantee (Contract). These rates are defined below in terms of the type of industry and guarantee.

A worksheet is provided at the end to help calculate the total premium for any year, which will reflect the amount expected to be at risk that year, the coverages elected, and the maximum amount of cover. Remember that the actual rates may differ appreciably from those shown below.

Base Rates

I. Manufacturing/Services

	<u>Type of Guarantee</u>	<u>Current</u>	<u>Standby</u>
a.	Currency Transfer	0.50%	0.25%
b.	Expropriation	0.60%	0.30%
c.	Breach of Contract	0.80%	0.40%
d.	War and Civil Disturbance	0.45%	0.20%

II. Natural Resources

	<u>Type of Guarantee</u>	<u>Current</u>	<u>Standby</u>
a.	Currency Transfer	0.50%	0.25%
b.	Expropriation	0.90%	0.45%
c.	Breach of Contract	1.00%	0.50%
d.	War and Civil Disturbance	0.45%	0.20%

III. Oil and Gas

	<u>Type of Guarantee</u>	<u>Current</u>	<u>Standby</u>
a.	Currency Transfer	0.50%	0.25%
b.	Expropriation	1.25%	0.50%
c.	Breach of Contract	1.25%	0.50%
d.	War and Civil Disturbance	0.60%	0.25%

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INVESTOR INFORMATION SERVICE ORDER FORM

Please check the kit(s) you wish to receive. Regional kits, shown in bold face, include all of the individual country kits listed below them.

- | | | |
|---|---|---|
| <input type="checkbox"/> CARIBBEAN \$ 135
<input type="checkbox"/> Antigua/Barbuda 15
<input type="checkbox"/> Bahamas 15
<input type="checkbox"/> Barbados 15
<input type="checkbox"/> British Virgin Islands 10
<input type="checkbox"/> Dominica 15
<input type="checkbox"/> Dominican Republic 20
<input type="checkbox"/> Grenada 20
<input type="checkbox"/> Haiti 20
<input type="checkbox"/> Jamaica 25
<input type="checkbox"/> Montserrat 10
<input type="checkbox"/> Netherlands Antilles & Aruba 15
<input type="checkbox"/> St. Christopher & Nevis 15
<input type="checkbox"/> St. Lucia 15
<input type="checkbox"/> St. Vincent/Grenadines 15
<input type="checkbox"/> Trinidad & Tobago 20

<input type="checkbox"/> CENTRAL AMERICA \$ 90
<input type="checkbox"/> Belize 15
<input type="checkbox"/> Costa Rica 20
<input type="checkbox"/> El Salvador 15
<input type="checkbox"/> Guatemala 20
<input type="checkbox"/> Honduras 25

<input type="checkbox"/> CBI-DESIGNATED COUNTRIES \$ 200
All countries in the CARIBBEAN and CENTRAL AMERICA regional kits. | <input type="checkbox"/> SOUTH AMERICA \$ 135
<input type="checkbox"/> Argentina 20
<input type="checkbox"/> Bolivia 15
<input type="checkbox"/> Brazil 20
<input type="checkbox"/> Colombia 25
<input type="checkbox"/> Ecuador 20
<input type="checkbox"/> French Guiana 10
<input type="checkbox"/> Guyana 15
<input type="checkbox"/> Uruguay 20

<input type="checkbox"/> EUROPE \$ 110
<input type="checkbox"/> Greece 25
<input type="checkbox"/> Ireland/N. Ireland 25
<input type="checkbox"/> Malta 15
<input type="checkbox"/> Portugal 25
<input type="checkbox"/> Turkey 25
<input type="checkbox"/> Yugoslavia 20

<input type="checkbox"/> INDIAN SUB-CONTINENT \$ 80
<input type="checkbox"/> Bangladesh 20
<input type="checkbox"/> India 25
<input type="checkbox"/> Nepal 15
<input type="checkbox"/> Pakistan 20
<input type="checkbox"/> Sri Lanka 20

<input type="checkbox"/> MIDDLE EAST \$ 130
<input type="checkbox"/> Bahrain 15
<input type="checkbox"/> Cyprus 20
<input type="checkbox"/> Egypt 20
<input type="checkbox"/> Israel 15
<input type="checkbox"/> Jordan 15
<input type="checkbox"/> Lebanon 10
<input type="checkbox"/> Oman 15
<input type="checkbox"/> Qatar 10
<input type="checkbox"/> Saudi Arabia 20
<input type="checkbox"/> Syria 15
<input type="checkbox"/> Yemen Arab Rep. 15 | <input type="checkbox"/> ASEAN NATIONS \$ 90
<input type="checkbox"/> Indonesia 25
<input type="checkbox"/> Malaysia 25
<input type="checkbox"/> Philippines 25
<input type="checkbox"/> Singapore 25
<input type="checkbox"/> Thailand 25

<input type="checkbox"/> EAST ASIA \$ 75
<input type="checkbox"/> China 45
<input type="checkbox"/> China (Taiwan) 15
<input type="checkbox"/> Korea (South) 20

<input type="checkbox"/> PACIFIC ISLANDS \$ 35
Cook Islands, Fiji, Papua New Guinea, Tonga and Western Samoa. Regional kit available only.

<input type="checkbox"/> PACIFIC RIM \$ 175
All countries in the ASEAN, EAST ASIA, and PACIFIC ISLANDS regional kits.

<input type="checkbox"/> WEST AFRICA \$ 120
<input type="checkbox"/> Benin 15
<input type="checkbox"/> Cameroon 15
<input type="checkbox"/> Cape Verde 10
<input type="checkbox"/> Cote d'Ivoire 15
<input type="checkbox"/> Equatorial Guinea 10
<input type="checkbox"/> Gambia, The 10
<input type="checkbox"/> Ghana 20
<input type="checkbox"/> Guinea 15
<input type="checkbox"/> Guinea Bissau 10
<input type="checkbox"/> Liberia 15
<input type="checkbox"/> Nigeria 15
<input type="checkbox"/> Sao Tome & Principe 10
<input type="checkbox"/> Senegal 15
<input type="checkbox"/> Sierra Leone 10
<input type="checkbox"/> Togo 10

<input type="checkbox"/> NORTH AFRICA \$ 135
<input type="checkbox"/> Burkina Faso 15
<input type="checkbox"/> Chad 15
<input type="checkbox"/> Djibouti 10
<input type="checkbox"/> Egypt 20
<input type="checkbox"/> Mali 10
<input type="checkbox"/> Mauritania 10
<input type="checkbox"/> Morocco 20
<input type="checkbox"/> Niger 15
<input type="checkbox"/> Somalia 15
<input type="checkbox"/> Sudan 15
<input type="checkbox"/> Tunisia 15

<input type="checkbox"/> CENTRAL AFRICA \$ 105
<input type="checkbox"/> Burundi 15
<input type="checkbox"/> Central African Rep. 15
<input type="checkbox"/> Congo 15
<input type="checkbox"/> Gabon 20
<input type="checkbox"/> Kenya 20
<input type="checkbox"/> Rwanda 15
<input type="checkbox"/> Uganda 15
<input type="checkbox"/> Zaire 20

<input type="checkbox"/> SOUTHERN AFRICA \$ 105
<input type="checkbox"/> Botswana 15
<input type="checkbox"/> Lesotho 15
<input type="checkbox"/> Madagascar 15
<input type="checkbox"/> Malawi 15
<input type="checkbox"/> Mauritius 15
<input type="checkbox"/> Mozambique 15
<input type="checkbox"/> Swaziland 15
<input type="checkbox"/> Tanzania 15
<input type="checkbox"/> Zambia 15

<input type="checkbox"/> CONTINENTAL AFRICA \$ 420
All countries in the WEST, NORTH CENTRAL and SOUTHERN AFRICA regional kits. |
|---|---|---|

PLEASE SEND KIT(S) TO:

Name: _____
 Title: _____
 Company: _____
 Street Address: _____
 (no. p.o. boxes) _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Telex: _____

Number of kits ordered: _____ Total Payment Enclosed: _____
 Method of payment: Check Money Order Visa MC
 Make checks or money orders payable to: "OPIC-IIS". Payment must accompany all orders.

Prices include domestic postage and handling.
 Please allow three weeks for delivery. Occasionally it may be necessary to delay shipment of kits because individual documents are temporarily out of stock. Please indicate below what you would like IIS to do in the event your kit is not immediately available:

- Place my order in your backorder file and send order when available.
 Refund my payment.

CREDIT CARD ORDERS



Your card no. _____ Visa MC Exp. date _____

Your signature _____
 Visa/MasterCard orders will also be accepted by phoning (202) 457-7010 or (800) 434-6745

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BUYER ALERT

COMPLETE THIS FORM AND MAIL TO

AIMS - Room 4951 South
 Foreign Agricultural Service - USDA
 Washington, D.C. 20250-1000
 TELEX: 7400232 BUYER UC
 FACSIMILE: 202-472-4374 ATTN: BUYER ALERT EDITOR

INSTRUCTIONS: Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Agriculture, Clearance Officer, OIRM, Room 400 Washington, D.C. 20250; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

PLEASE TYPE ALL ANNOUNCEMENTS

PRODUCT (Type & Variety)

ADDITIONAL DESCRIPTION OF PRODUCT

QUALITY (USDA grade if available)

PACKAGING AND LABELING

SHIPPING SPECIFICATIONS (Specify quantity per container and minimum shipment if required)

QUANTITY AVAILABLE (In metric units)

FOB Plant. Specify City & State

FOB Port. Specify City & State

INDICATOR PRICE (Optional)

PRICE IN U.S.

UNIT

Check if you are seeking agents and distributors

BANK REFERENCE (Must be included)

BANK NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

FIRM INFORMATION

NAME OF FIRM CONTACT

TITLE

FIRM NAME

STREET ADDRESS OR P.O. BOX NUMBER

CITY

STATE

ZIP CODE

(AREA CODE) TELEPHONE NUMBER

TELEX NO. (Type & Answer Back)

FAX NO.

SIGNATURE

DATE

120

PLEASE COMPLETE THIS FORM AND MAIL TO:

AIMS REGISTRATION/SUBSCRIPTION REQUESTS

AIMS—Room 4851—South Building
Foreign Agricultural Service—USDA
Washington, DC 20250-1000

NAME AND ADDRESS INFORMATION

(AREA CODE) TELEPHONE NUMBER	TELEX NUMBER
------------------------------	--------------

NAME (Please X whichever applies) _____ Mr. _____ Mrs. _____ Ms. _____ Dr.

TITLE _____

FIRM NAME	P.O. BOX NUMBER
-----------	-----------------

STREET ADDRESS _____

CITY	STATE	ZIP CODE
------	-------	----------

- | | | |
|--|-----------------|------------|
| 1. <input type="checkbox"/> EXPORT BRIEFS (Cost \$75.00) | _____ | _____ |
| | Number of years | Total Cost |
| 2. <input type="checkbox"/> BUYER ALERT Complete the enclosed product announcement form. | | |
| 3. <input type="checkbox"/> FOREIGN BUYER LISTS (Cost \$15.00 ea.) | _____ | _____ |
| | Number of lists | Total Cost |

Country Lists

Specify Country(ies)	Foreign Data Base	Historical Trade Leads	Both

If additional space is needed please attach another sheet.

Product Lists

Please make selection(s) from the enclosed Commodity Code booklet. Specify whether you require a Foreign Database report or an Historical Trade Lead list. Return the entire booklet with your selections.

4. U.S. SUPPLIER LISTS (Cost \$15.00 ea.)

Number of lists

Total Cost

Product Lists

Specify Product(s)

SIC Code

If additional space is needed please attach another sheet.

PAYMENT INFORMATION

Check or Money Order. Make payable to the FOREIGN AGRICULTURAL SERVICE—USDA

Credit Card Charge. Visa MasterCard Account No. _____

Mail to address on the front of the form

Expiration Date: _____

SIGNATURE

FOR OFFICE USE ONLY

Check/Money Order No. _____

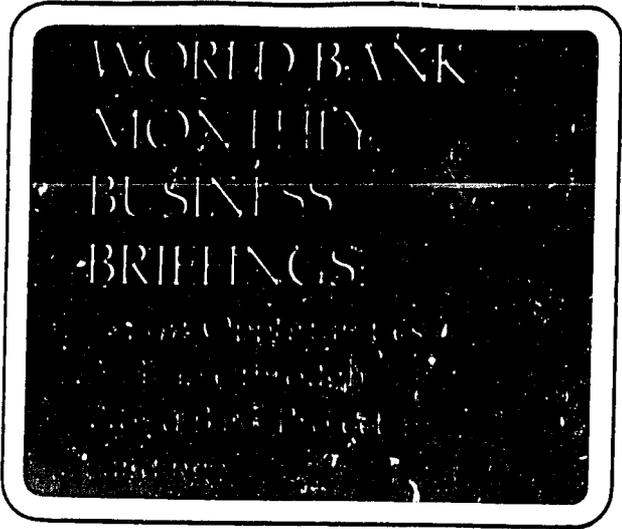
Amount of Payment \$ _____

Services Requested: 1) _____ 2) _____ 3) _____

Date Received _____

Initials _____

12/2



REGISTRATION

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Preferred Briefing Date: _____

Second Preference: _____

Additional Registrants: _____

Mail completed registration to:

Mrs. Carol D. Stitt
Business Relations Adviser
The World Bank
1818 H Street N.W.
Washington, D.C. 20433

APPENDIX G: INTERNATIONAL TRADE DEVELOPMENT CENTERS

Dr. Earl H. Brown
Professor and Director
Agricultural Trade Policy Center
University of Maryland
College Park, MD 20742
(301) 405-1264

Dr. Brendan Donnelly, Director
International Trade Center
Northern Crops Institute
P.O. Box 5183
SU Station
North Dakota State University
Fargo, ND 58105
(701) 237-7736

Mr. Richard Gustafson
Acting Director
Wheat Marketing Center
1008 N.E. Multnomah
Portland, OR 97232
(503) 242-0084

Dr. Al Lingg
Associate Director
Idaho Agricultural Experiment
Station
University of Idaho
Moscow, Idaho 83843
(208) 885-6446

Dr. Bruce R. Lippke
Director of CINTRAFOR
College of Forest Resources
AR-10
University of Washington
Seattle, WA 98195
(206) 543-8684

Mr. Ed Lowe
Director
International Business Development
Midwest Agribusiness Trade Research
& Information Center
Suite 240
312 8th Street
Des Moines, IA 50309
(515) 246-6027

Dr. William H. Meyers
Executive Director
Midwest Agribusiness Trade Research
& Information Center
578 Heady Hall
Iowa State University
Ames, IA 50011
(515) 294-1184

Dr. Desmond O'Rourke
Director of IMPACT
College of Agriculture
Washington State University
Pullman, WA 99164
(509) 335-6653

Mr. Geoffrey Peters, Chairman
Mid-America World Trade Center
Epic Center
301 N. Main, Suite 181
Wichita, KS 67202
(316) 291-3475

Dr. Mike Reed
Executive Director
Center for Agricultural Export
Development
300 Bradley Hall
University of Kentucky
Lexington, KY 40506
(606) 257-7265

Dr. W. Ramsay Smith
Director
Appalachian Export Center for
Hardwoods
4000 Hampton Center
Suite B
West Virginia University
P.O. Box 6061
Morgantown, WV 26506
(304) 293-7577

Dr. R. Christopher Wyatt
Executive Director
Center for International
Trade Development
Hall of Fame and Washington
Oklahoma State University
Stillwater, OK 74078-0390
(405) 744-7693

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