



**GOVERNOR BOB RILEY'S  
ALABAMA TRADE STRATEGY 2006**

**EXPORT ALABAMA: FOCUS ON SMALL BUSINESS  
“Transition to Alabama’s Future”**

A cooperative initiative of  
Alabama Development Office  
U.S. Chamber of Commerce—TradeRoots

And the

**EXPORT ALABAMA TRADE ALLIANCE**

Alabama International Trade Center · Alabama World Trade Association ·  
Birmingham Regional Chamber of Commerce · Calhoun County Chamber  
of Commerce · Japan External Trade Organization · Madison County  
Commission International Trade Development Center · Mobile Area  
Chamber of Commerce · North Alabama International Trade Association ·  
U.S. Department of Commerce Birmingham Export Assistance Center

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## EXPORT ALABAMA—FOCUS ON SMALL BUSINESS

### “Transition to Alabama’s Future”

The success of Alabama’s small and medium-sized businesses is essential to the economic prosperity of the state. And the key to economic growth of small and medium-sized businesses lies in exports. Smaller companies engaged in international business are more stable, achieve higher growth rates, and pay higher wages. **Export Alabama** will focus on Alabama’s “home grown” companies, with particular emphasis on minority- and women-owned businesses. Alabama will gain a competitive international business edge through the promotion of export growth.

Export Alabama Works With Partners in Alabama, and Nationally and Internationally to Develop Initiatives to:

- Create new and better paying jobs
- Increase competitiveness and set higher standards
- Gain new market access for Alabama products
- Increase the number of export companies
- Increase awareness of trade benefits to workers and consumers to become more aware of trade benefits
- Educate and train companies to be global players
- Create a business friendly export environment
- Lead the way for aggressive growth
- Provide additional outside resources to assist small businesses
- Create positive media coverage on trade
- Gain international and national recognition as a global player

Export Alabama Leverages Business Development Resources on Multiple Fronts:

- Local
- Statewide
- Multi-state regions
- Federal
- International

Export Alabama is a statewide and national partnership led by

**The Office of the Governor  
Alabama Development Office  
U.S. Chamber of Commerce – TradeRoots**

**And**

**The Export Alabama Trade Alliance**

**Program Partners**

Alabama International Trade Center · Alabama World Trade Association  
Birmingham Regional Chamber of Commerce · Calhoun County Chamber of  
Commerce · Japan External Trade Organization · Madison County Commission  
International Trade Development Center · Mobile Area Chamber of Commerce  
· North Alabama International Trade Association · U.S. Department of  
Commerce Birmingham Export Assistance Center

• • •

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*TradeRoots is a recipient of a Market Development Cooperator Program (MDCP) grant  
from the International Trade Administration of the*

*U.S. Department of Commerce;  
Alabama is one of six states chosen to be a national model  
for export development.*

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**EXPORT ALABAMA—FOCUS ON SMALL BUSINESS**  
**“Transition to Alabama’s Future”**  
**Strategic Plan for 2006**

**I. International Trade Education For Businesses, Elected Officials, and the Media**

- Conduct a series of international trade “boot camp” programs throughout the state involving Alabama’s public & private leaders for education on impact of trade in the State.
- Implement the Governor’s Trade Excellence Award.
- Expand circulation of the monthly international trade e-newsletter.
- Produce and distribute trade education materials including *Faces of Trade* series and talking points.
- Conduct a series of seminars in conjunction with the release of *Faces of Trade*.

**II. Business Facilitation**

- Prepare businesses for Governor Bob Riley’s Business Development Mission to China.
- Identify and prepare businesses for trade missions to DR-CAFTA countries and Europe.
- Identify and assist TradeRoots in taking 2 Alabama companies on a DR-CAFTA Trade Mission.
- Conduct business seminars and develop materials on doing business in China and Central America.
- Conduct video-conference and matchmaking sessions for potential businesses in China with Alabama companies.
- Host a business delegation from China and/or Central America.

**General Trade Development and Facilitation**

- Coordinate and conduct programs and workshops with federal government resources, i.e. Small Business Administration (SBA), U.S. Department of Commerce (USDOC), Department of State (DOS), Department of Agriculture (DOA), Overseas Private Investment Corporation (OPIC), Export-Import Bank (EXIM), etc.
- Partner with international business programs at universities and colleges throughout Alabama for in-depth research for companies.



## 2006 Export Alabama Trade Allies Initiatives & Events

*International Trade Promotion and Development Opportunities for Alabama Companies*

**January 10-12      Taking Advantage of the Central America – Dominican Republic  
Free Trade Agreement (CAFTA-DR) Seminar (Mobile, Birmingham,  
Huntsville)**

Emily Gereffi, International Trade Specialist with the U.S. Department of Commerce's Trade Information Center and Wendy Madden, In-country Trade Mission Coordinator presentations will discuss "Making CAFTA Work For You" and "The Road To Success in Central America." Briefings in three cities will also discuss trade mission logistics which will take place in May.

**January – August      Series of Pre-Trade Mission Assistance Programs (statewide)**

A series of counseling session conference calls and videoconferences on strategies/opportunities specific to those companies interested in and preparing for the trade missions to Central America, China, Germany and the Czech Republic will take place during these months.

**February 22 & 24      Alabama Opportunities in Germany and the Czech Republic  
Briefing (Huntsville & Birmingham)**

Dr. Hajo Drees, Director of European Business Development, Alabama Development Office discusses business opportunities in Europe. The

focus will be on Germany and the Czech Republic in preparation for a trade mission to these countries in September.

**February 23**

**Tax Strategies For Exporters: The IC-DISC Workshop (Birmingham)**

Workshop will discuss tax benefits offered to exporters under the IRS program for the Interest Charge Domestic International Sales Corporation will be offered by the Birmingham Regional Chamber of Commerce and the Alabama International Trade Center.

**March 8**

**Governor's Trade Excellence Award Ceremony & Luncheon (Montgomery)**

The Governor's Trade Excellence Award was established through the Export Alabama/TradeRoots Initiative to recognize Alabama businesses that have significantly increased exports from Alabama, thereby creating jobs for Alabamians. An awards ceremony will be held at the State Capitol followed by a luncheon hosted by the Export Alabama Alliance.

**March 14**

**Preparing for Business Success in China (Huntsville)**

Designed for Alabama companies that are developing or managing business operations in China. Seminar focuses on information and skills needed to build effective relationships with Chinese companies, work with sourcing partners, make decisions about investment options, protect intellectual property rights and handle tough management issues.

**March 29**

**U.S.-Korea Free Trade Agreement (Montgomery)**

Korea is a significant market for Alabama producers of manufactured goods and services. A free trade agreement will bring U.S. and Korean businesses together and increase mutual opportunities in many sectors. This program will discuss the agreement and how Alabama companies will be able to take advantage of the reduction in tariffs to Korea.

**April 6-7**

**Gulf Coast Regional World Trade Conference (Pensacola FL)**

Regional conference highlighting the rebuilding and security of the U.S. infrastructure, and the merging business opportunities for the Gulf Coast Region resulting from the Central America and Dominican Republic Free Trade Agreement.

**April 10**

**Doing Business With China and India: Opportunities for Alabama (Montgomery)**

Auburn University in Montgomery's annual Public Affairs Forum focuses on two tremendous markets for Alabama companies - China and India.

Panelists include experts from the business and academic sectors to discuss how to do business in both these markets. Dr. Malcolm Porera, Chancellor, University of Alabama System serves as the keynote luncheon speaker.

**April 17**

**International Policy Bootcamp (Birmingham)**

This program will seek to involve state and local opinion leaders to provide a basic understanding on trade and other international issues. It will serve to generate a critical mass of leaders in support of free and fair trade.

**April 27**

**Energizing Alabama Exports: From the Basics of Exporting to Central America and China (Tuscaloosa)**

First in a series of seminars throughout the state to provide companies information on how to assess their product and operation to see if they are export ready. Speakers will also discuss opportunities for Alabama companies in Central America and China.

**April 28**

**Opportunities for Alabama Businesses in China (Birmingham)**

This seminar covers critical issues for Alabama companies exploring the Chinese market. Subjects ranging from legal framework to protection of intellectual property to developing a successful business plan for doing business in China will be covered. Speakers include Greg Bray, EC&S, F. Lane Finch, Jr. and Frank M. Young with Haskell Slaughter Young & Rediker; Otis Hatcher, AIU-WorldSource, and K. C. Pang, UAB School of Business.

**May 14-17**

**Trade Mission to Central America – Honduras and Guatemala**

The recent passing of the CAFTA-DR free trade agreement will give a strong boost to the trade and investment links between Alabama and Central America. This multi-industry mission will focus on matching participating Alabama companies with qualified agents, distributors, representatives, end users and joint venture partners in these markets.

**June 29**

**China Briefing with Trevor Hale (Montgomery)**

This seminar provided insight into the China culture and automotive market.

**July 7-15**

**Governor Riley's Business Development Mission to China**

China's economy grew by 9.9% in 2005, the third year in a row. This growth has led to the rapid expansion of China's domestic market as

consumer spending levels have risen faster than any other major market in the world. China is fast becoming Alabama's top trading partner, ranking fifth during 2005. Governor Riley led a delegation of 41 people representing Alabama's manufacturers, service sector, education and economic development to Beijing, Wuhan, Nanjing and Shanghai.

**August 22–25  
& Sept 12**

**2006 NAITA Trade Education Tour: Navigating Export Finance & Getting Paid (Florence, Decatur, Guntersville, Anniston & Huntsville)**

A series of seminars providing an overview of export finance and payment options. The September seminar provided an more in-depth look at how to effectively minimize payment risks for products sold overseas.

**September 16–23**

**Trade Mission to Germany and Czech Republic**

The Mobile Area Chamber of Commerce will partner with its Export Alabama Trade Allies to lead a trade mission to Frankfurt, Germany and Prague, Czech Republic. The multi-industry mission is aimed at companies interested in entering or increasing business in these European markets.

**September 26**

**Beyond the Export Administration Regulations: an Export Controls and Compliance Seminar (Huntsville)**

This seminar provided an overview and update on the export controls Representatives from the U.S. Department of State, U.S. Treasury, and the U.S. Department of Commerce. Officials from each agency outlined current issues pertaining to their respective regulations.

**October 23–27**

**Reverse Trade Mission from Guatemala, Central America**

Business representatives from Guatemala will visit Alabama for one on one business meetings with potential buyers and sellers of Alabama manufactured goods and services. In addition, forums will be held in several cities to discuss mutually beneficial commercial ties for Alabama and Guatemala.

**September–October**

**Series of Post-Trade Mission Assistance Programs**

A series of counseling and facilitation sessions via conference calls and one-on-one appointments for follow-up of opportunities specific to those companies who participated in the Governor led trade mission to China.

## EXPORT ALABAMA—FOCUS ON SMALL BUSINESS “Transition to Alabama’s Future”

The following describes detailed initiatives of the 2006 program.

### I. Education and Development

#### International Trade Leadership and Business Development Programs

The implementation of Alabama’s Trade Leadership Forums proved successful in educating community leaders and business CEOs. These half-day educational programs focused on the importance of international trade. These programs will remain in the strategic plan with a new element added. Working through the Southern Growth Policies Board’s Global Strategies Council “Trade Boot Camps” proposed initiative, programs will be held throughout the state focusing on trade as well as addressing immigration and international education issues where appropriate. These Boot Camps will present face-to-face dialogue with tailored materials for each selected audience. By leveraging existing leadership training programs and other networks, the Governor’s Strategic plan will continue the education process indefinitely on international issues facing the State.

### 3. Trade Education Materials

In order to foster statewide support for and knowledge about the importance of export to Alabama businesses, a series of localized pamphlets and promotional materials will be developed to tell the “Alabama small business story.” This will include a *Faces of Trade* series touting the success of the small business community compiled on a local level. Materials will also include trade bullet points and trade facts illustrating the importance of international business to Alabama’s local communities. In line with the Trade Boot Camp’s goals, take-away materials will include a “Pocket Guide to Alabama’s Global Advantage.”

An Export Alabama Speakers Bureau will be made available to local civic clubs. Speakers will have available books and materials for distribution.

#### **4. Create Governor's Trade Excellence Award**

The Alabama Governor's Trade Excellence Award is established to recognize Alabama Businesses that have significantly increased exports from Alabama, thereby creating Alabama jobs. To be eligible for the award, a company must be a registered Alabama business and produce, manufacture, or assemble a product or provide an export service.

The awards will be presented by the Governor at a Capitol press conference during the Legislative Session. A program with a keynote speaker on trade will follow.

#### **Implementation and Business Facilitation (2006)**

##### **A. General Trade Development and Facilitation**

The first segment of the implementation and business facilitation phase will concentrate on general export business development for Alabama's small and medium-sized "home grown" companies. The educational programs will continue through 2006.

##### **1. Partnering Program with Alabama's Universities and Colleges**

Through a partnership with international business programs at Alabama's universities and colleges, we will offer export market studies, business plans, and consulting services to small and medium-sized companies. A client manager (business student) will offer a plan of action tailored to meet a company's specific needs including company assessment and strategic international business planning.

##### **2. Federal Resource Workshops and Seminars**

Vast federal resources are available to assist Alabama's small business community, and we will conduct a series of specific programs and workshops with these resources such as SBA, Department of Commerce International Trade Administration, DOS, Export-Import Bank, DOA, and

OPIC. Topics such as grants, financial assistance, procurement, market access, etc. will be discussed with follow-up to match the specific requirements of the companies attending. These programs and workshops will occur in communities throughout the state during 2006.

**B. Specific Trade Development and Facilitation**

The second segment of the strategic plan focuses on facilitating export transactions and furthering business development to correspond with the Governor-led trade and investment mission to China and Export Alabama mission to the DR-CAFTA countries in 2006. The purpose will be to generate exports and business, which would result in real jobs through a concentrated, statewide focus on helping Alabama companies do business in these markets.

**1. Identify potential Alabama companies to do business in China, the Dominican Republic and Central America.**

By utilizing the various tools set in place during the educational phase of the program and working with Export Alabama/or alliance members, viable companies will be chosen for assistance in establishing business relationships for export assistance in China and Central America. These companies will be closely monitored and supported through the process.

**2. AMCHAM Plan**

A plan will be developed to work closely with the U.S. Chamber of Commerce for assistance in China. In addition, American Chambers of Commerce in Latin America (AACCLA), and specifically the AMCHAMS in Central America, will be used to match businesses. This will include utilizing the vast resources of the AMCHAMs to facilitate matchmaking sessions between Alabama businesses with Central America.

**4. Video Conferencing**

To provide small and medium-sized companies with more practical, deal-focused information, we will offer a series of virtual trade facilitation seminars. These interactive seminars will link participants in a variety of locations throughout the state with businesses in China and

Central America. The seminars will provide detailed information on exporting to specific markets so the Alabama small business community will gain a more clearer understanding of the business climate in these market areas; this will subsequently allow them to better assess the viability of their products in these markets.

**5. Reverse Trade Missions**

A Reverse Trade Mission allows businesses interested in doing business with Alabama to tour Alabama facilities and meet with U.S. counterparts. The reverse mission differs from a foreign trade mission in that the delegation arriving from a foreign country will have expectations of their own while in Alabama. For the U.S. businessperson it allows a chance to become acquainted with the foreign visitors and their specific business interest. This helps form the initial personal contacts such as those achieved with a foreign trade mission, but at minimal expense. Foreign delegates have the opportunity to become more familiar with American culture while seeking counterparts. In order to encourage these missions, building contacts with foreign trade offices in the Southeast will be undertaken as well as maintaining contacts from Alabama business missions abroad.

**6. Educational Seminars and materials on doing business in China and Central America.**

In addition to video-conferencing, interactive seminars will be held focusing on specific industries and countries.

# **EXPORT ALABAMA—FOCUS ON SMALL BUSINESS**

## **“Transition to Alabama’s Future”**

### **Implementation of the 2004–2005 Recommendations**

Since the release of Governor Riley’s 2004 Export Strategy there has been significant progress implementing the recommendations. This strategy arose from a greater awareness of 1) needs of Alabama exporters, and 2) call for expanding our outreach to policy makers to educate them on the benefits of trade expansion. Thus, two phases of the strategy were set into place. Phase I involved “International Trade Education for Businesses, Elected Officials and the Media.” Phase II focused on “Implementation and Business Facilitation” which covered both general and specific trade development.

Major achievements include:

***Export Alabama Trade Alliance.*** This statewide “working” council was established in January 2004 with a formal kickoff of Export Alabama and the Alliance in June 2004 with **H.E. Bianchi, Chilean Ambassador to the U.S.** The Alliance assists in the guidance and facilitation of the overall program and consists of one representative from each of the program partners. The council meets quarterly and/or as needed and is comprised of the Alabama International Trade Center · Alabama World Trade Association · Birmingham Regional Chamber of Commerce · Calhoun County Chamber of Commerce · Japan External Trade Organization · Madison County Commission International Trade Development Center · Mobile Area Chamber of Commerce · North Alabama International Trade Association · U.S. Department of Commerce Birmingham Export Assistance Center.

***International Trade Leadership and Business Development Programs.*** The Export Alabama/Trade Roots program began in Birmingham in November 2003. During 2004–2005 over 25 leadership and business development programs were held throughout the State. Cities visited in addition to Birmingham included Auburn/Opelika, Huntsville, Florence, Cullman, Athens, Decatur, Madison, Anniston, Mobile, Scottsboro, Guntersville and Montgomery. Some 1,300 individuals representing local and state officials and Alabama companies attended. These programs served to demonstrate to public and private leaders the benefits of trade expansion to Alabama’s

economy. Companies participating were able to gain greater knowledge of exporting and benefits of free trade agreements. With the increasing impacts of globalization and the heightened need for information on international trade, education is a never-ending process.

***Capacity Building for Free Trade Agreements (FTA).*** Playing a leadership role in Alabama for trade policy, the Export Alabama Trade Alliance joined together to promote current and future free trade agreements. Seminars and leadership programs contained a segment to discuss the issues at hand on the agreements for our policy makers as well as ways in which FTAs can help businesses increase exports. Speakers ranged from representatives of foreign embassies to U.S. government agencies. During 2005, a strong effort was undertaken to support the U.S.–Dominican Republic–Central America Free Trade Agreement (DR–CAFTA). Alabama **hosted five Ambassadors** from the region concluding with a Summit to promote this agreement. Alabama was also one of ten national sites selected for the DR–CAFTA Presidents tour. **President of Honduras Ricardo Maduro** visited Alabama to help build positive support with our Congressional delegation.

***Trade Educational Materials.*** Fostering statewide support for and knowledge of the importance of exports to Alabama businesses was gained by providing written materials to participants. At each event, participants received packets containing Alabama export statistics, benefits of exporting to workers, companies and communities; explanations of free trade agreements; special reports on trade-related subjects; and trade resources.

***Electronic Trade Newsletter.*** In the Spring of 2005, the first Export Alabama/TradeRoots e-newsletter was disseminated. This bulletin is used to keep recipients up to date on current trade issues, international trade events and includes Alabama success stories in the international arena. The newsletter is distributed on a monthly basis.

***Trade Development and Facilitation:***

A key element of the Governor's Export Strategy was to facilitate export transactions and generate real jobs for Alabamians. Alabama exports rose from \$8,340,387,183 in 2003 to \$9,036,640,599 in 2004. Based on the calculation by the U.S. Department of Commerce that for every \$1 billion of exports, 19,500 jobs are created, this 8.35 percent increase or difference of \$696,253,416 recognizes some 13,000 jobs created from Alabama exports.

The first planned Governor's mission took place in September 2004 to South America. Ten companies participated along with eleven local and state government representatives. Although Hurricane Ivan precluded the Governor's participation, Speaker of the House Seth Hammett led the delegation to Chile and Brazil.

In addition to this mission, trade development activities included trade missions to Canada, Australia & New Zealand, Italy, and Israel and a catalogue show to the Andean countries. A total of some 115 companies and individuals participated. Results anticipated range from \$2,050,000 to \$7,050,000. Four distributors were signed and direct sales of over \$400,000 were realized. Over 800 trade leads were collected from four Andean countries and distributed to participating companies.

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## Export Alabama Initiatives & Events 2004 – 2005

- November 4, 2003 **Birmingham International Trade Leadership Program (Birmingham – 55 participants)**  
Export Alabama/TradeRoots Leadership Kickoff Program with the Greater Birmingham Chamber of Commerce.
- December 2, 2003 **NAFTA Program (Huntsville – 23 participants)**  
Program with Export Alabama/TradeRoots partners in Alabama
- February 11, 2004 **Auburn/Opelika International Trade Leadership Program: *Show Me The Money: A Program of Export Alabama Focus on Small Business* (Opelika – 35 participants)**  
Program with the Opelika Chamber of Commerce, Auburn Chamber of Commerce focusing on free trade agreements and basic how to export.
- March 17, 2004 **Brazil & Chile: Growing Markets for Alabama (Mobile - 33 participants)**  
Program about these two dynamic markets and why they offer Alabama companies exceptional opportunities. Randy Mye, Latin America Trade Specialist, Trade Information Center of the U.S. Department of Commerce presented overviews of the Brazil and Chile markets and opportunities for Alabama companies.
- May 15-21, 2004 **Trade Mission to Canada (Montreal & Toronto – 9 companies participating)**  
Multi-industry, multi-state trade mission to Canada with nine companies. Participants quoted on projects, signed distributors and made direct sales.
- April 1, 2004 **Alabama International Trade Leadership *A Program of Export Alabama: Focus on Small Business Shaping Alabama's Economic Future* Forum (Huntsville – 40 participants)**  
A trade leadership forum to give North Alabama business executives and community leaders the opportunity to focus on the importance of international trade for the economic growth of our region and state. Emphasis on the impact of trade on Alabama's economy and how communities and regions can obtain and maintain "world class" status.
- April 21, 2004 **Grow Your Business in Chile (Tuscaloosa, Birmingham, Huntsville – 32 participants) *An Exporter's Videoconference and Briefing on Alabama's Trade Mission to South America***  
An hour-long briefing, live from the U.S. Consulate in Santiago, Chile, about a wide variety of export opportunities. An interactive event allowing Alabama businesses to speak directly with U.S. Trade Specialists in the Foreign Commercial Service and the American Chamber of Commerce about export opportunities/challenges and industry sectors important to Alabama.
- May 12, 2004 **Export Marketing and Financing (Anniston – 24 participants)**  
A half-day seminar to give local new to export and currently exporting companies an opportunity to learn about financing exports.

June 22-24, 2004

***Targeting Small and Minority-Owned Businesses International Trade Education Tour to Florence, Cullman, Athens, Decatur, and Madison (120+ participants)***  
**North Alabama International Trade Association (NAITA)**

Targeted small and minority owned businesses, focusing on new opportunities through Free Trade Agreements (FTAs). Facilitated the development of partnerships among industry; international service providers; trade associations; and state, local, and federal government to augment regional international trade development. A catalyst for small and minority-owned businesses to start or boost their exporting engines, accelerating their own growth as well as that of the U.S. economy.

June 29-30, 2004

**His Excellency Andrés Bianchi, Ambassador of Chile (Montgomery – 75 participants)**

Governor Riley met with ADO and the U.S. Chamber of Commerce and endorsed the "Governor Bob Riley's Alabama Trade Strategy 2004; Export Alabama: Focus on Small Business." The plan included ADO leading a trade mission to Chile and Brazil in September. Ambassador Bianchi's visit on June 29-30 officially "kicked off" this program focused on helping Alabama's "home grown" companies export as a tool to increase economic and business development on a local basis.

July 27, 2004

***Intensive Economic Development Training Course: Economic Development Institute (Auburn University)***

Export Alabama/TradeRoots sponsored international trade resources panel for Alabama's economic development professionals and practitioners. Participants included city managers, community developers, Chamber of Commerce executives and officers, research analysts and assistants, specialists, job developers, revenue officers, Industrial Development Board members, County Commissioners and other elected/appointed municipal and county officials.

August 10, 2004

***Entrepreneur & Leadership Summit Congressman Artur Davis & Mayor James Perkins (Selma – 100 + participants)***

The event in Selma emphasized entrepreneurship and minority-owned business with an Export Alabama program on small business and international trade. Companies interested in getting involved in or expanding their exporting business were represented as were economic development groups in the state. In addition, public (i.e. mayors, county commissioners, city council members) and private leaders (i.e. non profits and others who can help facilitate the 'entrepreneurial spirit') from across the 7th congressional district participated.

September 11-17, 2004

**Trade Mission to Chile & Brazil (Santiago, Chile & Sao Paulo, Brazil – 33 participants)**

These two markets selected based on the exceptional opportunities they offer Alabama companies. When the U.S.-Chile Free Trade Agreement entered into force on January 1, 2004, more than 90% of Alabama's consumer and industrial goods became duty free. Brazil has the 11th largest economy in the world and represents about half of the South American population, territory and economy. Some thirty participants included ten companies, five Alabama legislators, U.S. Department of Commerce, U.S Chamber of Commerce, Alabama Port Authority and several service organizations. Companies signed distributors, quoted on projects, and made direct sales.

October 3-5, 2004

**Alabama Legislative Institute (Point Clear, AL – 64 participants)**

Alabama's New Role: Working With the World was the theme of the International Trade Conference and Legislative Institute. This conference brought together business, association, and legislative leaders to discuss and analyze how international trade helps our state compete in a global economy. The goal of this event was to bring trade professionals together with public policy leaders including senior members of the Alabama Legislature and the Administration for an informative meeting as well as positive social interaction.

Nov 30, 2004

**Export Alabama: Australian Briefing with Adam McCarthy, Commercial Counselor, Australian Embassy Seminar (Mobile – 22 participants)**

- Program focused on how the recent signing of the free trade agreement would benefit Alabama companies. In addition, details of the upcoming trade mission to Australia and New Zealand was promoted.
- Feb 1, 2005**      **Export Alabama: Australian Briefing with Adam McCarthy, Commercial Counselor, Australian Embassy Seminar (Huntsville – 32 participants)**  
 Program focused on how the recent signing of the free trade agreement would benefit Alabama companies. In addition, details of the upcoming trade mission to Australia and New Zealand was promoted.
- Feb 2, 2005**      **Export Alabama: Australian Briefing with Adam McCarthy, Commercial Counselor, Australian Embassy Seminar (Birmingham – 35 participants)**  
 Program focused on how the recent signing of the free trade agreement would benefit Alabama companies. In addition, the upcoming trade mission to Australia and New Zealand was promoted.
- March 8, 2005**      **Export Alabama: Partnership for Global Success (Huntsville 23 participants)**  
 Seminar presented various resources available to Alabama companies interested in exporting which included the U.S. Chamber of Commerce's TradeRoots program, the Birmingham Export Assistance Center, the Trade Division at ADO, the North Alabama International Trade Association (NAITA) and the Alabama International Trade Center. An export success story was presented along with capabilities of the Port of Huntsville.
- March 8, 2005**      **Export Alabama: Partnership for Global Success (University of North Alabama, Florence – 75 participants)**  
 Seminar focused on providing an overview of international trade resources and programs available from local, state and federal agencies.
- March 16, 2005**      **Export Alabama Leadership Forum: Creating Jobs With Trade (Anniston – 32 participants)**  
 As a follow up to an earlier seminar on exporting, this program focused on Calhoun County's public and private leaders. Seminar topics all focused on job creation through trade.
- March 20-23, 2005**      **North American Small Business International Trade Educators (NASBITE) (New Orleans, LA)**  
 National conference of international trade educators was the audience for a panel on TradeRoots and Export Alabama.. This session showcased Alabama's program to 171 international trade development professionals from 26 states and 10 countries
- March 29, 2005**      **Export Alabama: Why Guatemala (Birmingham – 65 participants)**  
 Promotional seminar on the aspects of doing business in Guatemala and the unveiling of the country's new "branding" program. Speakers were key representatives from Guatemala's private and public sector including H.E. Guillermo Castillo, Ambassador of Guatemala to the United States.
- March 30, 2005**      **DR-CAFTA Summit (Birmingham – 140 participants)**  
 This DR-CAFTA Ambassadors' Summit brought together high-level government officials, senior executives from our nation's top companies, small and medium-sized local businesses, political leaders, and members of the U.S. Congress to discuss the future of a free trade agreement between the United States, Central America and the Dominican Republic. Issues discussed included the economic benefits a free trade agreement would bring to Alabama, Alabama business success stories with Central America and the Dominican Republic, and the outlook for the approval of the FTA in the U.S. Congress. Ambassadors from Costa Rica, Dominican Republic, El Salvador, Guatemala, and Nicaragua were guest speakers.
- March 31, 2005**      **DR-CAFTA Seminar with Ambassador Castillio (Huntsville – 121 participants)**

Program held at University of Alabama in Huntsville focused on the benefits of the free trade agreement. Karla Marta, Chair, President Council and Latin American Conference of Express Companies also touted the agreement.

April 6, 2005

**Export Alabama: Partnership for Global Success (Decatur – 16 participants)**

One in a series of programs held throughout North Alabama discussing resources available to exporters. Speakers included U.S. Department of Commerce Export Assistance Center, Alabama International Trade Center, Alabama Development Office, NAITA, and a successful exporter story from the local community.

April 7, 2005

**Export Alabama: Partnership for Global Success (Scottsboro – 20 participants)**

One in a series of programs held throughout North Alabama discussing resources available to exporters. Speakers included U.S. Department of Commerce Export Assistance Center, Alabama International Trade Center, Alabama Development Office and NAITA.

April 13, 2005

**Export Alabama: Partnership for Global Success (Cullman – 18 participants)**

One in a series of programs held throughout North Alabama discussing resources available to exporters. Speakers included U.S. Department of Commerce Export Assistance Center, Alabama International Trade Center, Alabama Development Office, NAITA, and a successful exporter story from the local community.

April 14, 2005

**Export Alabama: Partnership for Global Success (Guntersville – 29 participants)**

One in a series of programs held throughout North Alabama discussing resources available to exporters. Speakers included U.S. Department of Commerce Export Assistance Center, Alabama International Trade Center, Alabama Development Office, NAITA, and a successful exporter story from the local community.

May 5, 2005

**NAITA Export Survivor Seminar Series: Market Selection (Huntsville – 16 participants)**

Companies learned how to identify and choose the best target markets; methods of international market research and data evaluation; and resources available.

May 9-20, 2005

**Andean Marketplace 2005: Venezuela, Colombia, Ecuador & Peru (29 – companies represented)**

This multi-industry catalog show included stops in Caracas, Venezuela; Bogotá, Colombia; Quito, Ecuador; and Lima, Perú. The objective was to help the 29 companies that participated to gain exposure in the region, whether by finding distributors, joint venture partners, importers, etc.

May 13-22

**Trade Mission to Australia and New Zealand (Sydney & Auckland)**

This trade mission allowed Alabama companies to take advantage of the recent signing of the free trade agreement with Australia. Company representatives were briefed by US Embassy representatives along with private and public agencies in Australia and New Zealand. One on one appointments were pre-set to ensure qualified meetings. Industry sectors included pharmaceutical, environmental, automotive and software.

May 19

**NAITA Export Survivor Seminar Series: Legal Aspects of International Business (Huntsville – 19 participants)**

Companies learned to work with their international partners on key legal considerations and contract negotiations.

June 9

**NAITA Export Survivor Seminar Series: Financing the Transaction and Getting Paid (Huntsville – 9 participants)**

One of the most important aspects of international business is getting paid. This seminar focused on minimizing payment risks for products sold overseas.

June 23

**NAITA Export Survivor Seminar Series: The Export Transaction: Moving Your Product Overseas (Huntsville – 31 participants)**

The last in a series of exporting seminars, companies learned the essentials of the export process including documentation, terms of sale, modes of transport and INCOTERMS.

September 10-17

**Trade Mission to Italy (Milan and Rome – 12 participants)**

Alabama's 9<sup>th</sup> largest trading partner was the destination for the trade mission which took four Alabama companies and representatives from state and local governments as well as representatives from the Port of Mobile. Participants were briefed by Embassy personnel on aspects of doing business in Italy. One on one appointments were set to identify potential business partners. Representatives also visited Genoa for promotion of Alabama's ports.

September 9-16

**Governor's Trade Mission to Israel Mission (27 participants)**

Governor Bob Riley led a mission to Israel coordinated by the American-Israel Chamber of Commerce, Southeast Region and the Birmingham Jewish Federation and the Alabama Development Office. The Alabama Export Trade Alliance members supported the trip with setting up company briefings prior to the event.