



Trade World Wisconsin

U.S. Commercial Service
- Milwaukee

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News in International Trade

MULTIPLE TRADE BARRIERS LIMIT U.S. SMES' EU EXPORT SUCCESS, USITC FINDS

Research included input and participation from Wisconsin exporters.

Standards and a variety of other trade barriers in the European Union disproportionately affect the exports of U.S. small and medium-sized enterprises more than those of large firms, reports the U.S. International Trade Commission (USITC) in its new publication. Input was solicited from companies all over the United States. A small number of Wisconsin companies were willing to participate to express the barriers they have faced while exporting to the European Union.

The report catalogs trade-related barriers that U.S. small and medium-sized enterprises (SMEs) and related industry associations reported as limiting their exports to the European Union (EU). Highlights of the report follow.

- SMEs explained that many EU trade barriers, particularly those related to standards and regulations, affect their exports. They stated that complying with EU regulations and procedures are costly for all firms, but potentially prohibit SMEs from exporting to the EU because such costs are often the same regardless of a firm's size or export revenue. Other difficulties that were cited include protection of trade secrets, high patenting costs, and logistics challenges, especially customs requirements, inconsistent Harmonized System classifications, and the EU's value-added tax system.
- A number of barriers reportedly constrain U.S. exports of agricultural products. SMEs and industry groups in the corn, dried fruit, animal feed, cheese, and wheat industries cited high tariffs, stringent and inconsistent EU rules and testing mandates, lack of a science-based regulatory focus (especially for genetically modified traits), lack of harmonization between U.S. and EU standards, and the EU's protected designations of origin (PDOs). The U.S. poultry and lamb industries reported that they are effectively banned from exporting to the EU.
- U.S. services SMEs in the healthcare, engineering, testing, and audiovisual industries highlighted a lack of mutual recognition of licensing, credentials, and standards, as well as issues with broadcasting and film quotas, language dubbing requirements, government subsidies, and safeguarding intellectual property.

Trade Barriers that U.S. Small and Medium-Sized Enterprises Perceive as Affecting Exports to the European Union (Investigation No. 332-541, USITC Publication 4455, February 2014), is available on the USITC's Internet site at <http://www.usitc.gov/publications/332/pub4455.pdf>.

Wisconsin Trade News



Wisconsin's U.S. Senators came together to fight against the European Union negotiating naming restrictions on [Cheese, Beer and Brats](#) through a new trade deal with the United States.

[World Dairy Expo Trade Show](#) receives industry recognition, ranked 26th in *Trade Show News Network's* Top 250 Trade Shows in the United States.

[International trade essential to Wisconsin's economy](#), as trade related jobs are growing in the state.

Wisconsin Trade Programs

Export Compliance Seminar

June 10, 2014

The Wisconsin District Export Council will host a full-day training program focusing on export compliance. Upon completion of this program, you will be aware of the new export security requirements for all exporters. You will also have an 11 point checklist to guide you to full compliance on every export. You will leave the program that day with a better understanding of the export regulations and with specific tools and instructions on how to begin building a secure and compliant department and company. This seminar is structured for logistics, purchasing, sales, operations, quality personnel, customer service, and managers or those involved in the export order cycle.



Wisconsin International Trade Conference

May 13, 2014

MMAC's World Trade Association hosts their annual International Trade Conference in downtown Milwaukee. The conference includes multiple sessions on various international topics, the Governor's export awards luncheon and a networking reception.

Midwest Buyer's Mission

July 23, 2014



Meet with international food buyers from Asia, Europe, Canada, India, Mexico, Central and South America, and the Middle East. Sign up for scheduled one-on-one meetings. Food Export In-Market Representatives from Brazil, China, Europe, Middle East, and Vietnam will be on hand to answer questions and assist with market specific insight. This is a great opportunity for Wisconsin food companies that produce products for the retail and food service industries. Early registration deadline is May 19, 2014. Final registration deadline is June 9, 2014. If you have any questions, contact Lisa Stout with WDATCP, Tel: 608-224-5126, Email: lisa.stout@wisconsin.gov

Market Research Reports from the U.S. Commercial Service

**These market research reports are available for free only to U.S. companies and students/researchers that are registered with export.gov*

[Peru: Hydroelectric Power Station in Mazan, Loreto](#)

On February 26, 2014 the regional government of Loreto announced a 544 MW hydroelectric power generation project in Mazan, Loreto, in the northeastern jungle of Peru. The plant will provide lower cost electricity to the city of Iquitos, currently supplied by thermal generation.

[Japan: Building Products Industry](#)

Building Products Import Statistics from January 2014

[Argentina: Process Obstacles to Exporting](#)

This report summarizes several Argentine government regulations that U.S. companies should be aware of as they access the Argentine market.

[Kenya: Construction of Water Treatment Plant for Nairobi](#)

The Athi Water Services Board (AWSB) intends to prequalify contractors and/or firms for the construction and completion of the design, supply, installation, construction and technical assistance of the proposed Water Treatment Plant for a capacity of 142,500m³ per day. Invitations to bid will be made in May 2014.

[Kenya: Government to Invite Bids for \\$3 Billion Crude Oil Pipeline](#)

The Government of Kenya has unveiled plans build a crude oil export pipeline from the recent discoveries in Turkana.

[Russia: Education Sector Report 2014](#)

Demand for international secondary, university, and English-language educational services is growing in Russia.

[Europe: Medical Technology](#)

Best prospects and business opportunities in the medical technology sector in Europe.

[India: Water and Wastewater Sector](#)

Opportunities for US Companies in the Indian Water and Wastewater Sector

[Canada: Automotive Sector](#)

Market overview—March 2014

[Kazakhstan: Education Sector](#)

Demand for an international education in the emerging market of Kazakhstan is continuously growing.

[Brazil: Information on Brazilian Navy's Coastal Surveillance System](#)

Bidding process has been launched for the Coastal Surveillance/Management System

2014 Industry Reports

[Healthcare Technologies Research Guide](#)

Motorcycles: European Market Briefs

Pleasure Boat International Research Guide

Global Safety and Security Resource Guide

Environmental Technologies Resource Guide

Upcoming Webinars

- April 29, 2014—[Defense Research Opportunities in Canada](#)
- April 30, 2014—[Exporting to Mexico Series—Mexican Customs Topics: Taxes & Tariffs 101](#)
- April 30, 2014—[EQUITANA 2015—Opportunities in Selling Travel and Products to Equestrians](#)
- April 30, 2014—[Supplying Mexico's Automotive Market](#)
- May 6, 2014—[Kazakhstan Virtual Education Fair](#)
- May 6, 2014—[Canadian Maritime Opportunities](#)
- May 7, 2014—[Exporting to Mexico Series—NAFTA Certificate of Origin](#)
- May 8, 2014—[Discover Global Tourism Markets: India](#)
- May 15, 2014—[Navigating FTA Document Origin](#)
- May 20, 2014—[Opportunities in the Asian Defense Market](#)
- May 21, 2014—[Opportunities for the Defense Market in the Middle East](#)
- June 3, 2014—[Opportunities in the European Defense Market](#)
- June 5, 2014—[Navigating US Export Regulations When Selling Software/Software as a Service \(SaaS\) Internationally](#)

Department of Commerce Trade Missions

[U.S. Department of Commerce Safety and Security Trade Mission to Panama and Colombia](#)

September 22-26, 2014

Note: Registration deadline for this mission is midnight eastern time, June 20, 2014.

The U.S. Department of Commerce is organizing a Trade Mission to Panama City, Panama and Bogotá, Colombia, with an *optional* port security site visit to Cartagena, Colombia. The purpose of this mission is to assist U.S. companies in launching or increasing exports of U.S. safety and security goods or services to Panama and Colombia. The mission will include business-to-business matchmaking appointments with local companies, as well as market briefings and networking events.

The mission will focus on high potential safety and security opportunities in Panama and Colombia. Both countries have a growing safety and security sector. Panama's safety and security market in 2013 is estimated to grow to \$74 million. Port expansion, new airports, new mall development, the Metro transportation system, and the Panama Canal expansion will provide excellent opportunities for U.S. safety and security companies. In Colombia, the safety and security market is growing at an estimated rate of 5 to 10% per year. In addition, increased Colombian defense spending is providing opportunities for U.S. defense technologies, equipment, and services that overlap into the safety and security sector.