

Coordinator: Welcome and thank you for standing by. All participants will be able to listen only until the question-and-answer session of today's conference. At that time, if you would like to ask a question, you may do so by pressing Star then 1 and recording your first and last name on the audio portion. Today's conference is being recorded. If you have any objections, you may disconnect at this time. I would now like to turn the call over to your host for today, Mr. Omari Wooden. Sir, you may begin.

Omari Wooden: All right. Thank you very much and good afternoon everyone. As stated, my name is Omari Wooden and I would like to welcome everyone listening in on their phones and logged into the computer to "Manage Challenges in the Global Marketplace" as a part of our "Go Global" Webinar series.

This webinar is the second in a four-part series. Hosted by the US Census Bureau, this Webinar series was created by your federal trade partners, the US Small Business Administration, the Export-Import Bank of the United States, the US Census Bureau, International Trade Administration, US Commercial Service, US Agency for International Development and US Trade and Development Agency.

In this in-depth Webinar series, we will provide to you government resources to help you become a more successful exporter from finding compatible markets to financing your export program to discovering international opportunities.

These Webinars will take place every Thursday at 2:00 pm in the month of May, which is also known as World Trade Month - at 2:00 pm Eastern Time.

Each Webinar is completely free and a great way to understand about the resources the US Government offers to you.

The next Webinar, “Online Tools for Finding New Markets,” which will be presented by the US Census Bureau and the International Trade Administration, will be held on Thursday, May 23, again, at 2:00 pm Eastern Time.

Every Webinar is recorded and will be available at the same place where you logged in to today’s Webinar. The recording will usually be available about a week from today. We will also provide that link at the end of the presentation.

Please be aware that, after our speaker has completed their presentation, we will open up the Webinar for questions and answers. We would like to ask you to limit your question to one question with a follow up question so we can give everyone an opportunity to ask their questions.

Also, since we have multiple experts on the call today, if you could direct your question toward the appropriate speaker, that would be greatly appreciated.

Lastly, we have the chat feature available during our Webinar, so if you have questions, feel free to send your questions through the chat as well and we will follow up with many of those questions during the Q&A session.

By the end of today’s Webinar, our goal is to make sure that you walk away with answers to the following questions - how can I protect my intellectual property? How can I overcome trade barriers? And then how can I win foreign government procurements?

Our presenters today are all from the International Trade Administration within the US Department of Commerce. First we will have Benjamin

Hardman, an attorney and advisor in the Office of Intellectual Property Rights.

Next we will have (Steven Presing), executive director from Enforcement and Compliance. And then lastly, we will have Americo (Mack) Tadeu, the deputy director from the Advocacy Center. At this point, I would like to turn it over to Benjamin who will get us started.

Benjamin Hardman: Good afternoon, everybody. All right, so we're going to talk about intellectual property. My job here today is to make sure that, when you export your product or your service, that you aren't giving away the - your secret recipe or what makes your product innovative.

So, to set this up, I'm going to give you an example of what we're trying to avoid. I get a call maybe three months ago and a US business developed a new pillow.

And imagine this pillow, if you will, is one that is designed in a way that makes sleeping more comfortable. It has a use. You know, it's not just softer or a bigger pillow. It has some sort of medical use.

And this gentleman gets a call from an Australian company. And they say, "Look, we would like to distribute your pillow here in Australia. We want to be the sole distributor."

And so, hey, that sounds great. They go back and forth. Start talking about contract deals, and then silence. The US business doesn't hear anything.

So he emails back. He says, “Are you still interested in distributing the pillow in Australia?” And the response was, “I found that I can get your pillow cheaper from China.”

And so he - this is the reason for, you know, the call with me, saying, “Look, you know, he stole my idea. He stole my product. You know, what can I do?”

So I asked him, I said, “Well, do you have any trademark protection in Australia?” He says, “No.” I said, “Well, do you have any trademark protection in China?”

“No.” I said, “Well, what about patent protection?” No, he doesn’t have that anywhere. I said, “Well, what about the US? Do you have a trademark in the US?” He said, well, maybe for one of his brands of pillow.

So, this is the setup of what we’re going to be trying to avoid. So, I’m going to help you do that today. And this story has a little bit of a good ending, so stay tuned for that. All right, let’s go to the next slide.

So, when we’re talking about intellectual property, we’re talking about patents, trademarks, copyright, designs and trade secrets. Next slide.

So, let’s talk about patents first. Patents are granted for any new, useful or non-obvious. Those are the key words. It’s got to be new. It has to be useful. And non-obvious, process machine, article of manufacturer or composition of matter.

A patent does not give you the right to make your product. A patent gives you the right to exclude others from making, selling, et cetera.

So, when you're putting in your patent and when you're filing for your patent, you do this with the Patent and Trademark Office. So, if you do have a product and you haven't registered your patent with the Patent and Trademark Office, that's obviously the first thing you need to do.

And they have you define what they call claims, and this is what your product does. And it essentially works as a fence around what you're trying to protect.

So, if you make your patent too broad, it includes, you know, a large array of things and it does many different things and you're likely trying to grab too much and you can't protect that much.

So, it has to be something specific that you're claiming. Your claims need to be specific. And then you get about a 20 year term for - from the date of filing.

It is important to note that the US is no longer a first to invent country. It is a first to file country for patents. It's very important. So, now we're essentially in line with what the rest of the world is which is first to file. Not first to invent.

And this, in essence, the reason we have patents is the public-private exchange. It means the patent owner is saying, look, I've got this new product. This is how it works. It allows other people to see what the invention is. And that's how we move science along and innovation along in this country.

All right, let's go to the next slide. So, remember we talked about the - our pillow maker. No protection in either China and Australia. There is no worldwide patent.

I had - we did a program where we were talking about intellectual property in Chicago less than a month ago. And somebody was adamant that, no, I saw there's a worldwide patent. It's a W with a circle in it.

And I told him, "Look, there is no worldwide patent." The only way to get patent protection is - in other countries, is to have - each country is going to have to look at your invention and then they're going to have to decide whether or not you get a patent.

But there is this thing called the Patent Cooperation Treaty. And essentially what this is, and the other treaties we're going to talk about today, is an efficiency process.

So, this allows an inventor or an applicant to file an international application. And this essentially is like putting your flag in the ground. So, you're saying, look, I've got a patent. I'm intending to prosecute my patent.

And you can designate where you want this application to go. So, if you want to have your patent protected in the EU, China and Australia, you know, you would click off the places where you want protection and then your application would then go out to each of those home offices.

They would look - they would prosecute your application and then let you know whether or not it was granted.

The benefit to this is that it does put your flag in the ground for all members that are PCT members, meaning that you have about a year to then figure out, okay, I thought I wanted to go into China but now I've decided I don't want to.

So, you saved the fees of directly filing with them, with translating all of your documents. And it gave you a little more time to figure out whether or not your patent would be commercially viable.

All right, let's go to the next slide. All right, so for trademarks, we're looking at - this protects - your trademark can be either a word like Ford or IBM, a phrase, "Just do it," or "Where's the beef?"

For those of you under 30, I know you have no idea what, "Where's the beef," is, but for us older folks, it's a Wendy's commercial. Or a symbol. Everybody recognizes the McDonalds or the Apple.

What your trademark does, it identifies and distinguishes the source of the goods from one party to the other party. So, it's letting consumers know, you know, I know that if I walk into a building with a large yellow M on the top, I know what the Big Mac is going to taste like.

There are other things it can protect, not just words, phrases and symbols. The design of the Coke bottle is protected as a trademark. Color is something that can be protectable. Think about brown and delivery - "What can brown do for you?" UPS.

Also scent can be a source identifier. The newest one, I'm told, is for Play-Doh. Again, most of us older folks remember what Play-Doh smells like.

All right, let's go to the next slide. So then we have something called the Madrid Protocol. Kind of like the (BCT), this provides a mechanism for trademark owners to file one application with the United States Patent and Trademark Office and designate other countries where they wish to register their mark.

The important thing here is you do have to have a US trademark in order to use the Madrid Protocol. Again, this is an efficiency tool. In the time we have, if you're interested in PCP or Madrid or these treaties, just write them down and then, you know, there's a lot of information that you can get about these.

Let's go to the next slide. All right, industrial designs. In the US, this is simply what we call design patents. Other places in the world will refer to them as industrial designs.

And the way of getting protection and what protection offers is often different from a patent. So, keep the phrasing in mind. If you see that, just know that they're talking about a design patent.

And what this is, in industrial design, it's the ornamental or aesthetic aspects of an article. So, it can be a three-dimensional feature. Think of a teacup. The shape of an article, two-dimensional features, such as patterns, lines or colors.

Essentially this is where design meets function. So, you're not protecting what the article does. You're protecting the way it looks.

Let's go to the next slide. And for this one, we have the Hague System. Again, it's a single international application for a single international registration. So this - and in this case, you actually don't have to have a design patent in order to file using the Hague System.

So, unlike the Madrid where you have to have a US trademark, you don't need a design patent to use this international system.

And, you know, this again, will go out to the various contracting parties and they have, I think it's 12 months, to decide whether or not to give you protection for your design.

If there's no response, then the protection is automatic. So, it's kind of like, by default, you get protection.

Next slide. Trade secrets, you know, hugely popular in the news. You know, there's - people think trade secrets are only the, you know, these big things that are big corporations. But it can be almost anything.

Information that has commercial value, not generally known and you take reasonable steps to protect it. So, this can be customer lists. This can be your secret sauce, your recipe. Those are all trade secrets and they're all protectable.

Next slide. So, often with trade secrets, you know, you're keeping them secret. That's the whole point. You're protecting them. You're not letting other people know about them.

Whereas, with patents, you're doing the exact opposite. You're telling the world about it in exchange for a limited right to exclude others.

Many times you'll have to make a decision about which form of protection you use. So, here's a little chart we put together just so you can see some of the tradeoffs.

Just remember, you're not disclosing trade secrets, so there's no place to register them. You just need to keep them secret.

Next slide. All right, so now copyright. I know many of you are probably looking at this slide and you're saying, okay, literary works, no, I don't write or sell books.

I don't sell music. I'm not an artist. I don't have any sound recordings. Copyright doesn't apply to me. Copyright probably applies to all of your businesses.

Think about any of your marketing, photos you take of your products, your Web sites, descriptions of your products, manuals about proper use. All of these things are protected by copyright.

The great thing about copyright is it does not require anything - no registration, anything in order to get protection. It's automatic.

So, I want you to think back to our Australia example. The guy had absolutely nothing, no protection anywhere. But they also had stolen his Web site information and descriptions of his product.

So, there's copyright protection on those and that protection is automatic, even in Australia, even in China. We have a treaty that almost every country in the world is a party to which says just what I told you - no formalities required.

It's automatic protection as soon as it's created. So, the US business would have the opportunity to say, you know, in an Australian court, they violated my copyright.

So, there is a silver lining with copyright that, you know, it just isn't available. Everywhere else you have to go to each country to get protection. Not true with copyright.

Let's go to the next slide. All right, so here's your takeaway. IP protects only in the US. Your US trademark, your US patent is not going to protect you anywhere but the US.

So, what you need to think about when you want to export, these are going to be business decisions. Where are you going to look? You want to look where you want to export. That's the obvious first step.

Where are you manufacturing? You want to get protection there. Where you plan to expand and places where IP theft is rampant. That's a defensive move, so you're going to want to look at places like China.

And I see I'm running out of time so let me go to my - the last slide. This is the fun part of my job. I run the Stop Fakes dot Gov roadshows which go around the country helping SMEs learn about intellectual property and how to protect it.

You can see our roadshow schedule there. You can - if you click on the link you'll see what cities we've been to and where we're going. We have something called country IP snapshots.

This is a one-pager that - let's say that you're interested in Australia. It would have the contact information for the various IP agencies in Australia. It would list what treaties, what IP treaties Australia is a party to, and that will give you a good idea of whether or not they have good IP protection.,

And it also lists whether or not they were on something called the special 301 list, which is a very in depth discussion and look at other country's IP laws and how they're protecting IP.

So, it's a government report put out by the US trade representative. It has a lot of good information. And please follow us on Twitter. And I appreciate, and thank you for your time.

Omari Wooden: All right, thank you very much, Benjamin. At this point, I'm going to turn it over to (Steve Presing) who is from the Enforcement and Compliance Unit.

(Steven Presing): Thank you, Omari, and good afternoon everyone. My name is (Steve Presing). And while, as the slide says, I come from Enforcement and Compliance, I head up a unit and work with the trade barrier teams across the International Trade Administration.

Our mission is to create prosperity by strengthening the international competitiveness of US industry, promoting trade and investment and ensuring fair trade and foreign government compliance with trade laws and agreements.

What I was hoping to do today is to share with you how IPA can help you when you encounter a trade barrier when exporting.

We're basically organized into three distinct and complementary business units that work together to accomplish these goals. And we work closely together to leverage the strengths of the various offices to reduce, remove and prevent trade barriers.

As a matter of fact, this last year and a half, the agency's priority goal has been focused on trade barriers to reduce, remove and prevent. So, you'll hear that throughout the presentation today.

Any - so, we're made up of three distinct units - global markets, industry and analysis and enforcement and compliance.

And global markets, GM, combines country and regional experts with overseas and domestic field staff and specific trade promotion programs to provide US firms with the full suite of country specific export promotion services and market access advocacy.

Industry and analysis, bring our industry, trade and economic experts to advance the competitiveness of US industries. And they have - they leverage what I would consider ITA's relationships with manufacturing and services industries to increase US exports.

And then, of course, the area that I'm in, enforcement and compliance, we focus on enforcement of trade law and agreements compliance.

And I'd like to think that we enhance ITA's responsibilities in enforcing US trade laws as well as ensuring that our trading partners are complying and living up to the terms of the agreements that they've negotiated with us and primarily on your behalf.

Together, we want to make certain that your exports are treated fairly and you have maximum access to markets worldwide.

And the goal of my presentation today is basically two items - one, to help you identify whether you're facing a trade barrier. And, two, provide you with

the information you need so you know where you can get help when you need it.

Can you go to the next slide, Omari? So, how do I know if I'm facing a trade barrier? There are two simple questions to ask that will help you to identify whether you may be facing a trade barrier.

If you answer yes to these two questions, it's very likely you are facing an unfair trade barrier to which we may be of help.

In short, you're likely facing a trade barrier if a foreign government has imposed a policy, practice or procedure that restricts your exports and/or treats them unfairly.

Some examples that companies may face - you may have faced them yourselves may - you may be assessed a higher tariff or a tax compared to a foreign competitor that's basically exporting the same product that you are.

You may face burdensome customs procedures. That may include excess paperwork or that's required to get a license to import your product.

Or you may discover your products are subjected to additional testing, labeling, certification requirements before the country will accept the export as safe and appropriate for sale in their particular market.

You may struggle to protect your intellectual property and I think Benjamin did a nice job of - with the pillow example. It highlights exactly that issue.

You may face difficulties trying to decipher investment rules in a foreign country. Or you may find yourself wrestling with requirements to compete in a foreign government procurement.

And I know Mack Tadeu will be addressing that in the next presentation, or at least touching upon that. So, there are many kinds of trade barriers and countries can be quite creative in how they protect their markets from competition.

But if any of these problems sound familiar, let us know and we are definitely ready and available to help you. It's hard to provide a succinct overview of what a trade barrier is.

As I said, there are so many different kinds. But the real key is, if it's affecting - adversely affecting your exports and to fix the problem that requires actions taken by the government to change its policy, practice or procedure, give us a call and see what we might be able to do to help you.

Next slide please. So how can I avoid trade barriers? It's not always an easy question to answer but I think there are certain things that can be done that will make it easier.

Obviously one of the best ways to avoid trade barriers is before you encounter them. Before you export, do your research, perform your due diligence. One of the first places to check, particularly with regard to trade barriers, is the National Trade Estimate Report, the NTE report, it's referred to.

It highlights significant foreign trade barriers to US exports, to US foreign direct investment and US eCommerce. And this can be found on the US trade representative's Web site, USTR.gov.

Just do a quick search for NTE report or National Trade Estimate and you will get - a PDF copy should come up. And it basically provides a listing by country so you can, if you have a particular market in mind, you can pull up that country and get a pretty good sense of the kinds of barriers that you may be facing or what others have faced and the problems that are well known.

Keep in mind, the NTE report is at a specific point in time so there might be new barriers since that report has come out. So, obviously, following up is important, as well, to make certain there aren't any new barriers.

Anyway, this information that is in the NTE report basically is compiled from input from the various agencies - the USTR, Department of Commerce, Ag, other agencies or embassies across the world, and including information from folks like yourselves who have been in particular markets and have faced certain problems.

When they do the NTE report every year, they send out of Federal Register notice seeking input and comments from the public on the kinds of problems that you all are facing in the various markets.

So, you can also help in providing input and guidance to your colleagues and other industries and in other markets.

And, like I said, to stay up to speed on, you know, if there are any new trade barriers that come out, you can also call the trade barrier team and the number is on the next slide, but I'll give it to you here as well. It's 202-482-1191.

And you can ask questions and, you know, see if there are any new barriers that may have come up that have not been included in the NTE report.

The other part, I think that provides a lot of useful information in the market especially prior to getting into a market, is if you visit Export.gov, it provides a lot of general how-to information.

It gives you a lot of help in letting you learn as much as you can about the market and your product in that market, the competition. There are country commercial guides, top market reports that give insight into market conditions, what the opportunities are, the regulations, business customs.

All of that is, I think, useful information that may help to maybe not necessarily avoid but potentially prevent trade barriers.

I'll leave it to the commercial service experts to help explain more about what their services are, and I'm sure through this series of presentations, you'll probably learn a lot about that anyway.

But I would definitely recommend going to Export.gov because you can learn an awful lot. And, of course, you know, you can contact your local commercial service officer directly if more hands-on assistance is needed.

So these are all great resources. So we've talked a little bit about how you can avoid trade barriers by doing due diligence but what happens when you're already in the market and - I'm trying to think of a good example here where you would want to avoid or prevent - rather than avoid, prevent a trade barrier.

One example that I am always fond of raising and using, we had a bicycle trailer manufacturer exporting to the European market. And they were in the market. Everything is going great.

And then they got - they heard rumors that the government was actually evaluating new regulations that would have required to put brake assemblies on the bicycle trailers.

And if you've ridden a bicycle with a trailer on the back, the bike brakes are easy enough and serve the purpose of stopping the trailers well. It's not necessary to have that.

So they identified that as a potential problem. If they were required to put brake assemblies on the trailer, that would have potentially put them out of the market.

So they raised it with us. They flagged it with us. Helped us understand the issues and long story short, we were actually able to step in and to get the European government to change its consideration.

We found out there was a conflict of interest with the party on the evaluation committee that had an interest in brake assembly facilities. So these are the kinds of things that I'm highlighting because I think it's also important that, where you're hearing information you could share with us and we are also able to potentially step in and help to prevent a trade barrier.

So, I would answer the question, how can I avoid, I would say maybe add to that, how can I prevent the trade barrier? And part of that comes from you as well.

So reach out when you do have questions. Next slide please. What if I'm facing a trade barrier? What if I'm not sure? ITA specializes in working with US companies to remove unfair foreign government imposed trade barriers. And I'll just highlight here, there's no fee for that service.

If you know your business is facing a trade barrier or may soon be facing a trade barrier, let us know as soon as possible. And, again, the example that I just described would be the bicycle trailers - is a perfect example.

So, report it to us and our team of experts will begin to investigate. And when I say experts, you just heard from Benjamin, if there was an IP issue, Benjamin may very well be one of those experts that would be helping us to evaluate the particular problem we're facing to address and identify what a potential solution might be.

Anyway, so, and you can report that and let us know either through your commercial service officer that's in the country your exporting to or with your local representative in the state in which you are operating.

And on the - you can go to the commercial service or the Web site Export.gov, slash, locations, and that'll give you contact information for the relevant offices that you can speak with.

Or, if you prefer, you can report on our report a trade barrier Webpage at Trade.gov, slash TANC, and TANC stands for trade agreements negotiations and compliance.

If you're uncertain about whether you're facing a trade barrier, give us a call. Again, you can speak with your commercial service officers in country or you can contact your representative within the state and you're always welcome to call one of the trade barrier team members here in DC at 482-1191. We call that our trade barrier hotline.

And give them a call and they can answer any questions you may have and help to determine if, indeed, you're facing a trade barrier. And if not, they can refer you, you know, potentially to the appropriate agency or other offices that may be able to address your concerns.

We always like to say that ITA holds a very unique position as the US government's full-service agency with both expertise and personnel to open markets and remove foreign trade barriers.

And it's made possible partly because of our global presence. We have people on the ground in over 100 offices across the United States, over 75 markets around the world dedicated to nothing - or I shouldn't say nothing but, but to solving business problems, helping you export and where you have trade barrier problems or difficulties getting into markets, that's what they're there for.

There is a daily focus engagement with foreign governments. We monitor compliance with existing agreements and combine that with a deep industry sector and data knowledge.

We make sure trading partners fulfill their commitments under our trade agreement. And together with you, we'll work to reduce, remove and prevent the trade barrier and make certain that your exports keep moving.

Really, the bottom line is we understand that when you are facing these problems, you want to resolve these issues quickly. And that's one of our primary goals.

So what do you do if you're facing a trade barrier or are uncertain? The first thing is reach out and give us a call. Next slide please.

So, how long does it take to get help? Now, once we are notified, a team member will follow up with you in about 24 to 48 hours. You'll probably get an automatic email message.

But before you speak with a live body, we're looking at a day to two days out before they would be in touch. And the teams can provide you with information to kind of explain the process, provide full transparency and outline what I would consider to be clear expectations of what we can and can't be doing.

The initial step is the team will try to better understand the issue. And as part of the team, you will help us to develop the plan to resolve the barrier. After all, you're the person who has the knowledge of the industry, the problem, the issue that you're facing. And we need to learn from you.

So our goal is to try to resolve things in a commercially meaningful timeframe working with you to develop a strategy. We always like to refer to it as, like, dialing 911.

Once you've notified us, this initiates the creation of the support team. And that team includes sector experts, people who know the industries and work with regulators.

Country experts, people located in US embassies and consulates around the world. Legal and agreement experts who know the international rules inside and out.

And Benjamin, I think, showed very nicely exactly that. And issue experts who have research tools to diagnose the cases. And then finally you. You are a

key part of that team to help us to develop the appropriate strategy and how we move forward.

Your help is basically educating us on the problem which helps us to identify the various options. And the trailer example that I used earlier working with the client, that's how we found out about this person sitting on the committee that was evaluating it.

It allowed us to do a little bit of research and finding out what the conflict of interest was and that was actually a big part of us helping to get the Europeans to think differently about that particular regulation.

The other thing that I have to highlight is that we know they're going to be instances that may dictate where no action is taken. We've faced companies that have been very concerned about retaliation in certain markets and we respect that.

So we will follow your lead. If no action is what you desire, then that's the way we'll proceed. Also, any information that you provide to us is treated confidentially.

And we treat it as business proprietary information and it is not shared outside of the ITA team, so we will not even share that with USTR, other government agencies unless you've given approval.

We want to make certain that you're comfortable and not ever put in a position where you're feeling that, you know, by reaching out, that you're finding yourself in a worse position.

So, next slide please. What is my role? I think you can also help us by sharing what you've learned here today. Be on the lookout, obviously, for trade barriers and share that information with us.

Whether it is information to help you avoid or even address the problem, I think by sharing that with us we're able to help other companies, as well, that might be facing or soon facing that same problem.

So share our information and our services we provide. Let your friends and colleagues know that we're here for them, too. So help us get the word out that we're here and we're happy to help combat trade barriers.

Our contact information is here on the slide. And I'll stop there and hand things back to Omari and I'm happy to answer questions you have a little later during the Q&A period. Omari?

Omari Wooden: Thank you very much, Steven. All right, I would now like to turn it over to Mack Tadeu, who is the deputy director, to discuss the advocacy programs.

Mack Tadeu: Thank you, Omari. Good afternoon to all. Great to see that there is a good group of interested companies in this. Thank you, Steve, also for explaining how the International Trade Administration is divided into three major units.

I'm going to take you down one of the principal units, global markets, that (Steve) also explain. We have offices abroad as well as the United States.

The advocacy center and the multilateral development banks have been around for about 35 years. We are housed inside Global Market so that we have direct access to all of our colleagues in the worldwide network.

Next slide. So, what you have here is a large market worldwide. The World Bank estimates that just the developing countries alone procure about \$820 billion worth of US product and services.

We hope that the advocacy center, when you bring a case to our attention, as well as our colleagues at the multilateral development banks, can help you navigate through that process, remove any obstacles or barriers so that you can compete fairly and openly.

What I'm going to be discussing is not your sales to other business entities private, but this is all business to governments. The advocacy center has about 1100 open cases in 147 different countries across the globe in major industries such as aerospace, defense, energy and all aspects of energy, infrastructure development.

So it can be anything that has to do with planes, trains, automobiles and ships as far as the networks that are needed in order for these modes of transportation to work effectively and efficiently, as well as design and ICT.

Healthcare is also another big area. We're seeing more financial services coming to the fore as foreign governments are looking to procure specific services to enhance and raise a capability of services they can provide to their own country members.

Next slide. So I'm going to give you - offer you some principal tips as far as when you're looking to compete for foreign government procurement.

Slide is slowly moving up here. The first of the eight tips, talking about competitive form procurement and bidding on those, is focused on one to two

markets and commit to them long-term. There we go-we have a clear slide now.

It takes human resources and budget from your companies to work on market that a market share, to pull together the types of teams that you need in order to compete effectively in these foreign markets.

Be judicious in the types of markets that you're going to be selecting abroad. And our offices can help you with that. And I'll get into that in a little bit more detail.

On the procurement side, so it is a much longer gestation period for getting and winning and signing a contract, on average, anywhere from three to five years.

Again, we ask and advise our clients to get in early so that you can have an effect on the design and the tender that will be coming out in the future.

It's worth your time for the principal reason, once you're in that market, the chance for after sales in other parts or subunits of the market in that country, as well as neighboring countries is quite high. So it's worth the time and effort.

Steve mentioned the country commercial guides. What's specific about the country commercial guides is that, where we have commercial service offices in over 70 countries which represent about 94-plus percent of US trade worldwide, it also involves where we have a state partner post.

So, the Departments of State have econ commercial officers that also provide the following - best prospects. So, let's - they'll take a look at major markets

and industries and give you a view of where the market stands today and what potential growth they see over the next three to five years.

They'll also, in many instances, describe not only the size of the market, but what are the specific products and services even by HS code that might be open to and able - and US equipment providers can compete very well.

We also have what we call bank commercial guides on Exports.gov. Each of the five multilateral development banks, that's the World Bank and the Interamerican Development Regional Bank here in DC, the European Bank for Reconstruction and Development in London, the African Development Bank in (Obijan Kotagwar), and the Asian Development Bank in Manila.

These banks have tens of billions of dollars to lend every year. When you're looking at which markets to focus on, you might want to get on their Web site and see who the bigger borrowers are.

The good news about the banks is that they will have specific projects well ahead of time before a decision is made. You can talk to and navigate and meet with decision makers in those countries.

You can see who your competitors are. And there's a much higher likelihood of getting paid when you know that the financing is being guaranteed through these multilateral development banks.

Number three, finding a local partner with experience. This - each year - I've been in the business for the last 30 years. I served as a commercial service officer 18 years abroad, primarily in Latin America.

And over the years, there have been many developing countries that insist that in order to sell to their government, you must have a local partner. So you can not just do “one-off” sales.

It’s good for you to find an agent or distributor in those countries who can represent you before the foreign government procurement offices.

There is an advantage here. The fact is that you can work with principal distributors in one market. Many distributors and smaller economies have a sub-regional network so that you can cover smaller economies together as a group through one agent in a country.

Those agents, we can help you find and identify them. Who, among all the people that may show interest in representing your partner? Who has a good credit rating? Who has a good reputation?

What is the extent of their network? And how well can they serve you so you can protect your reputation and your product abroad?

How to find one, our commercial service offices abroad through the embassies, as well as the State Department, have what’s called the gold key service and an agent distributor search where our folks on the ground can find out what you’re interested in, pull a list of interested companies, and then you meet with those companies one-on-one. It can be quite effective.

You can work through your local US export assistance centers to get that started. And as (Steve) mentioned, you can go to [Export.gov](https://www.export.gov), forward slash, locations, to find where the nearest office is near you.

Number four, get into the market early. And that's part of what explains that three to five year gestation period I mentioned with tip number one. What you want to know is, when are these projects being designed in the early stages?

If the tender is about to come out or procurement to be left, often times your competitors, both US and foreign competitors, already in the market talking to them, helping them design and see what is needed for them to procure this equipment.

You want to be in that conversation. You want them to know who you are and what you provide so that they can keep you in mind when they're developing these projects and procurement purchases.

Look for supply chain opportunities others may bid on. You don't always have to be the bidder of record. It can increase risk. It can use up more of your human resources and budget in order to set up these offices abroad.

Or you can find out who the bidders of record are for a lot of these larger projects. You can work with our offices as well as through the Multilateral Development Banks to see who historically are winning these bids in a particular industry.

We can introduce you to those bidders so that you would then just have to get to know and work with them. They will then subcontract you upon winning a bid. It can be easier for you depending on what your needs are.

Number six, check if a country is connected to the WTO. If they are a GPA member country or have an FTA with the United States, some of the barriers or processes or paperwork that's needed is much clearer, something that US

companies can understand and your legal counsel can assist you with and streamline for you.

Number seven, subscribe online with the Multilateral Development Banks. You can fill out a company profile, register yourselves with each of these banks and you can highlight which industries, subsectors and particular procurement opportunities you're looking for.

It can end up straight in your inbox. Rather than having to search and push out, this information comes to you directly.

And number eight, verify, verify, verify. You may be traveling abroad. You may meet someone who is with a ministry or a government agency says, "Oh, we love your project. We really want to work with you. We know this is something we can use."

Work with our offices in country. Work with my country managers here at the advocacy center to check and find out if this is a genuine project - or opportunity and that it is well-funded.

Are there any other perhaps congressional or parliamentarian restrictions in country from having you compete? That should be all - that type of market intelligence can be found out through our offices.

Even though you may receive word from a very enthusiastic ministry official, we can give you the objective, you know, skinny on that project. Next slide.

So, competing for foreign government procurement, how can I compete against foreign companies and ensure my bid receives attention? This is where we come in.

As the advocacy center, we exist and have been here on behalf of US companies who have found obstacles and limits from competing abroad.

We are set up specifically to use that commercial diplomacy across the US government to make sure that that level playing field is there for you, that there's a transparent rule of law for you to follow, and that you are at the table competing with every other competitor fair and open.

We coordinate the US government resources when we hear about your interest or projects you are pursuing. I'll get into how we do that. There is a process involved.

We see what your needs are and we can pull in foreign - US government agencies to help you win. Next slide.

So, we are the US government. We do have a process. If we didn't have a process and a form for you to fill out, we wouldn't be the US government. So, the good news is that all this information is available online, Export.gov, forward slash, advocacy.

And the questionnaire, we've shortened it, just ask principal questions we need in order to effectively represent you. So it's basically pulling together the - who, what, where, when and why of the project you're pursuing.

Who's competing against you? What are some of the barriers you're currently facing? Who are the decision-makers? What is the timing of the project? What are you looking to sell?

How much of that is US export component? That's the big one for you. We do have you fill out a one-page anti-bribery agreement which basically just tells you - reminds you that you have to comply with the Foreign Corrupt Practices Act.

Whether you fill this out or not, you are, by law - need to comply by that, but this is just a friendly reminder for you and any principal partners you may have that you are adhering to the FCPA.

We receive that questionnaire. We're going to do a due diligence on you. We're basically looking to see how well you can compete. Do you have the capacity to fulfill the requirements of the procurement? And who are your principal partners? And is that project a legit one?

So, we'll go to the US Embassy to make sure that this is a legit project for you to pursue. With that information and clear indication that this is all systems go, we make a national interest determination.

That's a very specific term that alerts us here at the US government that it is, not only in your interest, but in the US government's interest to help you win this project.

And it also then brings together the other government agencies that I'll go through to help you win and compete. We determined that. We then work with you, our offices abroad through primarily a US embassy or could be a consulate, as well as a country manager here in my office dedicated to your specific pursuit.

And we pull together and develop an advocacy strategy. This advocacy strategy will be customized to you and to the project at hand to see what we need to do to help you.

We'll then work with a message and how we advocate before the foreign government on your behalf. Next slide. That will all be coordinated with you and with your approval. We are not here to do any harm.

Can I have the next slide? Perfect. Thank you. So here is the list and these logos of all of the other government agencies we will pull together on an as needed basis.

As (Steven) mentioned, your business proprietary information is not shared with US or foreign competitors. It is not shared out with other folks, even the US government, unless there's a need to know.

So, for example, you have an energy project you're pursuing. We will bring in the Department of Energy to see what resources they may have that can help you and advocate on your behalf.

There may be some finance that's needed in order to secure the product to the foreign market. We may bring OPEC. We now have EXIM Bank back online.

The US Trade Development Agency may have a feasibility study or a grant that it could provide to the foreign government that will sweeten the deal if they approve your product and service and you're able to sign a contract.

So we can provide, as I've been mentioning, these trade assets across the US government that enhances your attraction to the foreign government.

We use official correspondence. We are meeting on a daily basis in country. We receive foreign delegations here to Washington all the time and vice versa.

We have principal US government delegations going abroad and meeting with these decision-makers. We have a broad bilateral relationship with governments across the globe that have to do with national security, economic security, humanitarian, et cetera.

And we use, oftentimes, as appropriate, your business case to illustrate to a foreign government how we can work together, expanding our commercial market and raise the capability and capacity of these governments abroad.

Next slide. Just a little bit here on the national interest determination that we will be determining when we receive your case. Looking at the material benefit to the US economy, we're looking at principally, what is the US export component?

If it's greater than 50% of your goods and services going abroad, that's pretty much a clear indication of it being a benefit to us. Where, if it's less than 50%, that's understandable. It's a global economy.

You're sourcing different products and services in order to compete and make a better product abroad. We're basically looking at the types of materials and equipment content that's used.

Is it the critical aspect for the success of the sale? How much labor content is used? If it's higher end, research and development, high salary and high degree occupations that it supports here in the United States.

That's of material benefit to us. If we know that you're going to be selling abroad for a new product or service, that not only benefits the US economy in the future, but the world economy, we want to make sure that that technology-base stays competitive and the best in the world. And sometimes selling abroad is going to make that happen.

There is also follow-on sales. You may be starting in a new market, initially starting with the smaller US export content, but knowing that if you establish yourselves, you'll be using increased US components in your exports in the future.

That's of material benefit to us, too. We will talk to you about this as far as the specific cases at hand.

When we receive your bids and we received more than one US company for the same project, all those that are qualified through the advocacy center process will be advocated on behalf of, by name, shared equally and advocated with no particular preference.

If the foreign government reviews two US competitors competing among some other foreign competitors and they say, well, we're narrowing it down to one European and one US, we will work exclusively for the US exporter that is still in the running.

Next and last slide. So, to get more information, we have everything here as far as our contact list, guidelines, the questionnaire, the anti-bribery agreement, what our policy is, frequently asked questions all on that Web site, Export.gov, forward slash advocacy.

Give us a call before you fill out the form. We are happy to talk to you and bring in our foreign colleagues to talk to you about your interest in the foreign country.

We wish you much success. To give you an indication, I mentioned we have over 1100 active cases in 147 different countries abroad. Last fiscal year, we were able to get and facilitate 100 contracts signed which represents \$75.6 billion worth of guaranteed US exports. That supports nearly 400,000 US jobs here in the United States. It's a great program, love to talk to you about it come see us. Over to you Omari.

Omar Wooden: Right, thank you very much Mack. So I'd like to thank Mack and all of our speakers today. To our attendees if any of you were interested in any of the topics that were discussed today please make sure you take an opportunity to visit export.gov as it was discussed throughout several of the presentations today and then you can find out about more of these researchers such as market data, market intelligence, upcoming events where you can learn more about some of these resources that we have available again from the US government.

In addition on export.gov we have developed some how-to videos that dive deeper into the topics that were discussed today on the importance of helping you manage challenges. You can go to export.gov/how-to-export to learn more, so that's export.gov/how-to-export to learn more information. It's right there on the screen.

So again I'd like to thank everyone that has listened in. Right here on the screen we have a list of our upcoming Webinars and their dates. You'll see that our next Webinar as mentioned before we're going to be talking about our online tools and finding new markets with those online tools on May 23.

Again you will see the next topic after that will be opportunities in international development with one of our great federal representatives. So at this point we have now come to the point where we will allow for questions and answers. We've also received a few questions and answers through the chat feature that we'll discuss in a second but at this point I'd like for the operator to provide instructions on how to ask those questions and then I'll come back with some of those questions through the chat feature.

Coordinator: Thank you sir. At this time we'd like to begin the question and answer session of the conference. On the audio portion if you would like to ask a question please do so by pressing Star then 1 and recording your first and last name. To withdraw your question you may press Star then 2, one moment for the first question.

Omar Wooden: All right, so while we're waiting for questions to come in through the queue I will go through some of the questions that we received through the chat. So again those questions that are coming over the phone I just would ask you to again if you can direct your question to the given speaker and then also remember you can ask one question and then one follow-up question so we can give everyone an opportunity to ask a question. So Ben, one of our questions through the chat is for you. "Is the Madrid Protocol designed only for trademarks or can it be applied to copyrights?"

Benjamin Hardman: Okay, good question. The Madrid Protocol is only for trademarks. I know this is going to sound like it's hard to believe but for copyright you really do - you don't have to do anything there's no registration that you have to do it's literally the minute the ink is dry from whatever it is you wrote, or the photo, or the description that you made for your product as soon as you're done you have protection essentially around the world. So you there is no requirement to register.

That being said there is advantages to registering. So for instance if you wanted to protect your copyright in China I would suggest registering your copyright with the Chinese authorities because you'll have certain presumptions I can say look I have a copyright here. It's not expensive, it's not like getting a patent, you know, in the US it's, you know, it's less than 100 bucks to file online to get a copyright. So good question no Madrid is only for trademarks.

Omar Wooden: Great, thanks Ben. (Steve), I'll ask you this question that came up and then we'll see if there are any questions over the phone. "Are there any current trade barriers with the trade agreement that was made with Panama and in particular were there any lessons learned from the implementation of that trade agreement?"

(Steven Presing): That's a very good question. Unfortunately off the top of my head I do not recall or know of any specific trade barriers that we are currently working on. I would have to say taking a look at the NTE report if there were any trade barriers it should be identified there. I'm happy to follow-up. I don't think there's anything specific that comes to my mind with Panama in terms of any lessons learned with the agreement.

Omar Wooden: Okay thanks. Let's check in with the operator. Operator, do we have any calls on the line?

Coordinator: At this time sir I am showing no questions.

Omar Wooden: Okay we've got a few more questions through the chat that I'll go through. So (Steve) this is probably another question for you regarding trade barriers. "Does this include regarding trade barriers foreign government tenders that

are written in such a way that it excludes certain companies from being able to submit a compliant proposal?”

(Steven Presing): Yes, that’s a good question. Now there are two elements to that and I think Mack had touched on it a little bit. You’re going to have two different kinds of countries that do procurements those that are WTO members that are subject to the GPA and whether or not they signed on to the GPA, the Government Procurement Agreement. If indeed they are then obviously there are ways that we are able to take a look at the Government Procurement Agreement and to try and enforce those rules and provisions assuming that what they’ve done is in violation. And there are countries that are not subject to the GPA and that’s where we refer to these kinds of cases. We’ve got the agreements compliance cases and then where there’s no agreement that’s relevant we refer to them as market access cases.

And just because there is no relevant agreement doesn’t mean that we’re not able to pursue that as a particular issue. And again it comes down to when the questions are your exports and I would include in there your services, your ability to provide a tender adversely affected because of an action that a government is taking. And in this instance I think it’s easily the answer is yes. And it would be something that we would love to work with you on and to see if we might be able to make a difference there.

There have been instances in the past where tenders have been written and we have learned in roundabout ways in working with industry and the companies that it was drafted in a way that was to the minister’s brother-in-law’s benefit. These are the kinds of things that as we learn we do step in and we have a variety of different ways that we might be able to address that. So the answer would be yes this is something we would want to hear from you and we could work with you on to try and address it.

Omar Wooden: All right great. Mack, got a question for you, “How can you sign up for the multilateral development banks?”

Mack Tadeu: You can go to each of their bank Web sites so the worldbank.org or the interamericandevlopmentbank.org. You can just Google that they’re all there for you. And then you can just there’s off to the side there’s a navigation button as far as setting up a profile for your company. Also you can go to the export.gov advocacy page. And we have links to each of the officers we have at the five multilateral development banks. They can walk you through that process and there’s some other links as far as where to find out where the procurement opportunities are per country.

So do visit our Web site first and talk to one of my folks.

Omar Wooden: Okay, so those on the Webinar everyone still listening in I have on this screen the contact information for everyone that was involved today so some of the Web sites and contact information is available on the screen right now. Mack, I’ve got another question for you. “The successful advocacy cases that you have worked on or are the successful advocacy cases that you work on ones where the company gets engaged in the bidding process early on before the bids are formally published?”

Mack Tadeu: Yes, in fact we have seen a higher statistically higher win rate the earlier we can get in the game. A lot of these foreign procurers are people just like anyone else looking for how best to design and pull together a need their country and what services and products they need. So the more we can put our companies before them to understand what we have to offer and what we can contribute to their economies the better it is. Why should we do that? Our foreign competitors are doing that on a daily basis. You get back to also

having your local agent and distributor be there knocking on doors meeting these folks and building those networks in country.

Omar Wooden: All right, sounds good. We're going to go back to a trade barrier question, "What are some examples of issues that companies bring to you that are not actually trade barriers but the companies think they are possibly by mistake?"

(Steven Presing): That's a very good question. I think there are instances where parties will come to us and it is a dispute or problem between private parties. Again they have probably a very good explanation and are justly upset and feel like they are aggrieved. But unfortunately unless it involves the government it is not something that we're able to engage in or help. That I think is a big part of it.

There are other instances that I would say there are issues that come up that fall outside the trade realm. It could be on an environmental side issues that I think extend a little bit beyond what our purview is. But again I think what we try to do when people do call in is to try to focus their attention on those two elements the questions that we put are your exports or services being adversely affected and does it require that foreign government to change policy, practice or procedure.

And if they can't answer yes to those two questions then unfortunately it's typically something we're not able to help them with. What I will say though is our hotline and our folks here have become very good at listening to the various problems and having a very good list of contacts in the various other agencies and referring people to the proper places where somebody can be of help to them.

Omar Wooden: Okay, thank you. Operator, do we have any questions from the phone?

Coordinator: At this time we do. The first question comes from (Rachel). Your line is open.

(Rachel): Yes hi. My question kind of has to do with the trade barrier and the advocacy. If a supplier is subsidized by their government allowing them to undercut competitors prices in what would otherwise be a fair market procurement does that fall under, you know, being able to receive help or, you know, dealing with the trade barrier and, et cetera.?

(Steven Presing): I think my initial reaction and since I'm not the expert on government procurement it is something that we would definitely want to look into. And Mack you might be able to add a little bit something to this but it definitely sounds like if somebody is able to bid on something and they're being provided an unfair advantage because of a government action policy, practice or procedure it is something I think we would want to look into and explore what the potential options may be. Mack, I don't know if you have anything to add to that?

Mack Tadeu: Yes, very much so. We don't usually know what they're bid - what price they're bidding at until the bids are submitted and in most instances made public at the point of when they're accepting the proposals. If you realize that they are being subsidized we can then take an appeal to that procurement agency. But we wouldn't know that obviously until which time we see what the bids come in and how they may be skewing the system for other competitors.

What often times happens and where we're gaining some ground is that the multilateral development banks as well as other governments often times were looking at particularly in the developing economies lowest bid. So you would have somebody throwing in an extremely low bid whether it be subsidized or not basically to win the bid and then kind of negotiate what the actual final

price is going to be. That is unfair. That's something that we can bring to the fore if you are - if that's something we both identify as an issue we will then talk to the procurement agency to try to either have that thrown out and then rebid or taken to an appeal court.

With the multilateral development banks there is an appeal, a formal appeal process so that - so though the foreign governments are making the decision since it's a multilateral development bank funding they have to follow certain guidelines. If they're not following it I have taken - when I served at the Inter-American Development Bank - I have taken with companies the case to their appeals court and we have in the past won those and have that rebid.

Omar Wooden: Operator, do we have any other questions?

Coordinator: We do. The next question comes from (Jim). You may ask your question.

(Jim): Yes hi, this is (Jim). Say I served in the military quite a long time and one of the things I was in Iraq and I was a deputy for the oil sector. And in that capacity and I also had a warrant - do you know what that is - a contract warrant? And sometimes you get in a situation under a SOFA that's a Status of Forces Agreement. And when you're doing the - looking at these bids you had government - you've got government contractors coming in and putting in bids but you also have foreign contractors come - putting in bids. And you had to look at that status of forces. Can you comment on that - on those Status of Forces Agreement that were also in place? It gets kind of political there.

Mack Tadeu: On the defense side primarily we'll take a look at all of that. If it's a SOFA as you're mentioning there may be certain restrictions as to is it going to be a government to government agreement in which our two, the two governments ours and the other governments have decided that the US will supply think in

terms of foreign military sales where there's an agreement of purchasing and a promise to purchase from the United States then that's what's done. There are often times foreign military sales that are still competed with other foreign governments and what they have to offer. In that case if there's other foreign government - governments competing then we can follow the advocacy process and discuss what's happening along the way.

(Jim): Yes, and the reason I bring this up is the way our military is set up today a lot of the civilians supporting logistics - the logistic chain is all civilian. And the resupply is all civilian and so that's why I'm bringing that up especially the Army. And so I know a lot of people aren't aware of that and so there's - and I'm talking about just resupply of food not talking ammunition in the military thing I'm supplying troops in the field. So in other words you have American contractor with foreign workers for instance.

Mack Tadeu: Oh.

(Jim): And you get the - and the rate being paid would be the - what you'd pay the Davis-Bacon wages with foreign workers.

Mack Tadeu: Sure, and that would happen in many other instances too. Think of building a power plant we're not going to be exporting workers, or rebar, or cement that's all sourced locally or sub-regionally. So we're only looking at the US export content or the value of the larger project. And we'll take into consideration what is it exactly you're providing. So the labor, local labor and all that would be taken out of the quotient looking at what the major US exports are.

Omar Wooden: Operator, do we have any other questions?

Coordinator: Thank you. At this time I am showing no questions.

Omar Wooden: Okay, I'll just finish up with just a couple more that we did receive through the chat. One question, "Is it a must to have 51% manufactured in the United States to get export.gov assistance for basic startup companies?"

Mack Tadeu: If it's, this is Mack, if it's for a fee for service like a gold key, or participating in a trade mission or a trade exhibition abroad with the US pavilion it must be 50... more than 50%, yes. It must also be a US company. What we don't want are certain importers that may just be sourcing from abroad and they have a distribution center in Miami let's say. What we're always looking at on our terms through the Advocacy Center there's no - I don't know whoever is on - if they can put their - we can hear you typing along the way if you could put yourself on mute - with the Advocacy Center there's no fee for service so that's why less than 50% we're just taking a look at those other criteria in order to build the case and justification to support you.

Omar Wooden: Okay great. Another question, "What protection do you have on a government tender when new leadership comes into place?"

Mack Tadeu: That's an excellent question. We're, when we're working with our clients and there's a procurement opportunity we also look at the politic or at least the scenario the political scenario. If there's something that there's an election coming up in the next 30, 60, 90 even 120 days it's a good time for us to just sit down and discuss what are - what is the success rate of having the current administration decide before. Is it in the heavy political campaign where a decision will often times be deferred until after the election?

Take a look at the chances of the current administration of winning a new - of winning that election and continuing or do we pause and wait and see who the

new government is going to be coming in and which pursuits are they going to have? That is a serious consideration. A new administration - that happens here the United States - can cancel prior efforts as far as pursuing projects agreed to by the prior administration.

Omar Wooden: Great, so we've got three more questions that we'll cover through the chat and then we'll see if there are any more through the phone. So this is a question, "What do you do if you believe someone has violated an intellectual property?"

Benjamin Hardman: Well I guess that would depend on where the violation takes place. And then if you remember our pillow example if you actually have protection so if you're in the United States and you have your registered trademark and somebody in the United States is selling counterfeits then IP rights or private rights you would go to court and you would sue them. If you have a trademark let's say that in our pillow example you've got patent protection and trademark protection in both China and Australia. And somebody in China is making your pillows and exporting them, you know, to somewhere else you would need to sue in China. It would be the same process you would go to court private right as is it is there. So the answer is if you have protection you sue in the courts where the infringement took place.

Omar Wooden: All right, thanks Ben. Another question, "We are waiting on a decision from a foreign customs agency as to what duties, tariffs and taxes will be on our products. Should we contact you government or support if we feel that this is being made in an unfavorable way towards us?"

Mack Tadeu: That's something when I served abroad we addressed those questions directly. So I would say contact the commercial service office in that country through

the US Embassy. If you have any trouble connecting with them get to know your US Exporter Assistance Center they can give you a direct line.

(Steven Presing): If I could just supplement that Mack I think there are instances like Mack described a lot of times when the commercial service officer steps in they're able to help resolve things. But if you find that it's an ongoing problem and things haven't changed or you feel like they have unfairly categorized your product and it's an ongoing problem then, you know, typically the commercial service officer will put in a case and a trade barrier team will work it to try and resolve it as well on a longer term basis.

Omar Wooden: All right, thank you for that. Last question and then we'll see if there any other on the phone, "Are there any useful government Web sites that can help calculate import duties and tariffs on US goods?"

Mack Tadeu: What I would say is I refer you again because there can be changes and there's a lot of Web sites out there I don't think there's any single one but going through our commercial service offices abroad might be the best bet. (Steve), do you have something?

(Steven Presing): Yes, no I would just add to that obviously going through the commercial service officers. But like I said the trade barrier teams are very well-versed in putting people in touch with the right representatives within our organization that might be able to answer that. There are representatives and industry and analysis that might be able to provide you further insight into what the duties and tariffs will be. So you're welcome to call the hotline as well and while it might not be a trade barrier they should be able to put you in touch with the right folks in industry and analysis that can give you those answers.

Omar Wooden: All right, thank you very much gentlemen. Operator, last call, do we have any other questions?

Coordinator: At this time sir I'm showing no questions.

Omar Wooden: All right excellent. So in conclusion I'd like to thank everyone that dialed into today's Webinar. I would like to thank our speakers today who showed their levels of expertise. Thank you for all of the questions and feedback. As you can see here on the slide now we have all the contact information so if possibly you had a question that you needed more detailed information on you can feel free to contact any of our speakers today and especially contact their office or their bureau to get more assistance.

I want to remind everyone again that our next Webinar will be on May 23 next Thursday at 2:00 pm Eastern Time where we will be focusing on online tools to help you find new markets. Also before we close out I will put the Web site up where the recording for today's Webinar will be available in approximately one week from today. So we're probably looking at some time next Thursday or Friday when that recording will be available. I would like to thank our speakers, thank all of our attendees, thank you operator for everyone that participated in today's Webinar and we look forward to seeing you next week. Thank you.

Coordinator: Thank you. This concludes today's conference. Thank you for your participation. You may disconnect at this time.

END