WWEMA 110th Annual Meeting
U.S. Dept. of Commerce Recourses for International Trade

U.S. COMMERCIAL SERVICE
www.export.gov

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U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce
International Trade Administration (ITA)
www.trade.gov

The U.S. COMMERCIAL SERVICE
www.export.gov

- ITA is the umbrella organization for:
  - U.S. Commercial Service: trade promotion programs.
  - Industry & Analysis: economic and policy experts.
  - Enforcement & Compliance: enforce trade laws and agreements.

Our mission:

- To promote the export of goods & services from the United States, particularly of small- and medium-sized businesses
- To represent U.S. business interests internationally
- To help U.S. businesses find qualified international partners
The U.S. Commercial Service

www.export.gov

- We’re in every US State including Puerto Rico, and in over 100 countries.
- We also have State partner posts around the world.
- We’re often located within the local US Embassy or Consulate.
- We have specific export promotion services to help companies sell U.S. goods and services abroad.
Trade Counseling

What we do with nearly every client and includes:

- **Product assessment.** Is the product already sold domestically? What is the market share?
- **Export readiness.** Do they have the resources to export such as travel budget?
- **Market interest.** Where have they received inquiries? Is there a specific market they have in mind?
- **Legal/Regulatory.** We can refer clients to local lawyers and offices should the need arise.
Market Intelligence

The whole point of effective market intelligence is to determine where best to sell your product.

- **Country and Industry Reports.** Available free of charge and written by our Embassy and Consular staff.
  
  *Top Market Reports*  [https://www.trade.gov/topmarkets/](https://www.trade.gov/topmarkets/)
  
  *Country Commercial Guides*  [www.export.gov](http://www.export.gov)

- **Background reports/Customized Market Research**

  Fee Based (usually $700 up) obtain background info on a prospective company or identify competitors, obtain pricing for individual products.

- **Trade Data.** Annual/Quarterly trade data by country, state, commodity, and year.
2017 Priority Markets
1. China
2. Mexico
3. Brazil
4. India
5. Saudi Arabia
6. South Korea
7. Indonesia
8. Turkey
9. Vietnam
10. United Arab Emirates

2017 report available at: trade.gov/topmarkets
Business Matchmaking

We help identify, screen, prospective business partners, agents and distributors.

- **Trade Missions.** Official business development missions led by government leaders.
  
  *Note: In Florida, we partner with Enterprise Florida.*

- **Trade Shows.** International Buyer Program to meet pre-screened buyers at U.S. Trade Shows / Exhibit at a U.S. Pavilion at a trade show overseas.

- **Personalized Business Matchmaking.**
  
  Contact List
  
  International Partner Search
  
  Gold Key Service
Environmental Technologies

From a Dept. of Commerce perspective, environmental technologies are defined as all industrial goods and services that:

1. Foster environmental protection and physical resource efficiency in industrial settings;
2. Generate compliance with environmental regulations;
3. Prevent or mitigate pollution;
4. Manage or reduce waste streams;
5. Remediate contaminated sites;
6. Design, develop and operate environmental infrastructure; and
7. Afford the provision and delivery of environmental resources.

The two largest environmental trade shows in the U.S. are:

- **Waste Expo** (solid waste) [www.wasteexpo.com](http://www.wasteexpo.com) April, 2018. 600+ Exhibitors, 12,000 attendees, 1,006 international attendees. (IBP)

- **WEFTEC** (liquid waste) [www.weftec.org](http://www.weftec.org) September-October, 2018 1033 Exhibitors 25,000 registrants, 2700+ international attendees (IBP)
Global Environmental Technologies Markets 2017

Global ET Market 2017
$1.12 Trillion

USA, $288
Western Europe, $326
Japan, $114
Rest of Asia, $162
Mexico, $17
Canada, $35
Australia/NZ, $35
Central & Eastern Europe, $31
Middle East, $44
Africa, $16

*Values listed in billions of U.S. dollars
Data Source: Environmental Business International
## Challenges and Opportunities

### Global Challenges
- Preferential Procurement
- Differential Standards & Regulatory Models
- Availability of Finance
- Government Support for Foreign Competitors
- Low Technical Sophistication

### Global Opportunities
- Unprecedented Growth
- Regulatory & Standard Development
- Quality & Sophistication of U.S. Products and Services
- Recognition of U.S. Brand & Reputation

### U.S. Government
- Industry Specific Data Gaps
- Diffuse Number of Programs
- Diminishing Resources
- Interagency Coordination
- Differential Missions
- Marketing & Communication

### U.S. Government
- EPA Shift Towards Export Promotion
- Web-based & New Media Tools
- Partnerships with Key Industry Players

*Source: Environmental Technologies Trade Advisory Committee (ETTAC) and ITA analysis*
Environmental Solutions Toolkit

Secondary or Advanced Wastewater Treatment

An important aspect of municipal wastewater is that it is amenable to biological treatment. The biological treatment component of a municipal treatment plant is termed secondary treatment and is usually preceded by simple settling (primary treatment). Secondary treatment standards are established by EPA for publicly owned treatment works (POTW) and reflect the performance of secondary wastewater treatment plants. The secondary treatment standards also provide for special considerations regarding combined sewer, industrial wastes, waste stabilization ponds, less concentrated influent wastewater for combined and separate sewers, and alternative standards for treatment facilities considered equivalent to secondary treatment.

U.S. Environmental Protection Agency Regulatory Background

Report on the Performance of Secondary Treatment Technology

Decision Memorandum Regarding Non-uniform Secondary Treatment Standards

Select an Environmental issue above for more information on Solutions.

Secondary Treatment Standards under the National Pollutant Discharge Elimination System (NPDES)

Secondary Treatment Standards under the National Pollutant Discharge Elimination System (NPDES)

1-12/12

Environmental Solution

<table>
<thead>
<tr>
<th>Environmental Solution</th>
<th>U.S. Solution Provider</th>
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<tbody>
<tr>
<td>Biological Treatment Processes</td>
<td>Ovivo USA, LLC</td>
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<tr>
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<td>ZAPS Technologies, Inc.</td>
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<td>Brentwood Industries</td>
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<td>Ovivo USA, LLC</td>
</tr>
<tr>
<td>Physical and Chemical Treatment Processes</td>
<td>Geotech Environmental Equipment, Inc.</td>
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Case Study: Chemical Injection Technologies (CIT) https://chlorinators.com/

Gas chlorination systems for:

- Improving taste, safety, and odor of drinking water
- Cleaning industrial process water and wastewater
- Algae and slime control
- Citrus canker destruction
- Increasing shelf life of processed food
- Disinfecting swimming pools
- Sanitizing sewage
- Dye waste treatment
Exhibited at WEFTEC 2018

Participated in “Showtime” and “B2B” trade show programs run by the US Commercial Service to deliver government support and international buyers directly to exhibitors.

Met with delegation leader from the Philippines who introduced CIT to a delegation member from Maynilad, the Manila Water Authority. After the show, CIT sent Maynilad sample pumps and valves. Presently in negotiations with sale and contract expected by June.

Enterprise Florida Mission to Taiwan and Korea 2016.

Received a trade grant from Enterprise Florida and participated in a trade mission with meetings set up by the U.S. Commercial Service. Result in contract and sale to Taipei.
Case Study: Eco Tabs
www.eco-tabs.com

Eco-tabs™ are a patent pending, multifunctional tablets engineered to oxygenate wastewater, remove hydrogen sulfide odors, prevent corrosion, and initiate aerobic biological breakdown of organic sludge, including natural oils and grease.

- Release chemicals that oxygenate and buffer the wastewater
- Neutralize acids and convert hydrogen sulfide to non corrosive sulfate and other neutral salts
- Prevent corrosion of metal and concrete piping and other pumping equipment
- Initiate bacterial degradation and aerobic digestion of oil, grease and bottom sludge.

Applications:
- Municipal and Industrial Wastewater
- Portable Toilets
- Septic Tanks
- Ponds and Lakes
Case Study: Eco Tabs

www.eco-tabs.com

Primarily interested in meeting new distributors / joint venture partners in Australia and New Zealand.

US Commercial Service provided names of reputable labs and testing authorities to meet Australian/New Zealand standards and allow new biochemical products to enter the market.

Eco Tabs then participated in Gold Keys to Australia and New Zealand, meeting executives in food production industries.

Today, Eco Tabs is in South Africa, France, Canada, Australia, New Zealand, Costa Rica, and Poland.
Free Trade Agreements

The United States has Free Trade Agreements with:

- Australia
- Bahrain
- Chile
- Colombia
- Israel
- Jordan
- Morocco
- NAFTA: (still in effect)
- Oman
- Panama
- Peru
- Singapore
- DR-CAFTA: (Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, & Nicaragua)

HS: 842131 Intake Air Filters - For Internal Combustion Engines

- **Argentina** (No FTA) 16% Import Duty + 21% VAT
- **Honduras** (FTA) zero Import Duty
- **Mexico** (FTA) zero Import Duty
- **Brazil** (No FTA) 16% Import Duty + 8% IPI (tax on industrial products) + 11.8% Confins (social contribution tax) + 2.3% PIS/PASEP (social taxes) + 18% ICMS state tax (varies by state, 18% in Sao Paulo)
United States-Mexico-Canada Agreement (USMCA)

Tariff-Related Resources

232 Steel Investigation - Exclusion Requests
Visit: https://www.bis.doc.gov/index.php/232-steel
Contact: Steel232@bis.doc.gov or 202-482-5642

232 Aluminum Investigation - Exclusion Requests
Visit: https://www.bis.doc.gov/index.php/232-aluminum
Contact: aluminum232@bis.doc.gov or 202-482-4757

Info on Foreign Retaliatory Actions to U.S. Section 232 Steel and Aluminum Tariffs and China’s Responses to Section 301 Tariffs can be found here:
Key Terms

The following are common terms for buyers.

- **“Agent”** - an entity that works to sell your products in a foreign country. Akin to a “manufactures representative”.

- **“Distributor”** - a foreign merchant who purchases goods from a U.S. exporter (at discount) and resells them for profit. Distributors often provide support and service for the product.

- **“End User”** - the customer, the final purchaser of your product.
U.S. Commercial Service
Connecting you to Global Markets

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