

Vestas would also be exempt from duty payments on any foreign-origin inputs that become scrap or waste during manufacturing. Subzone status would further allow Vestas to realize logistical benefits through the use of weekly customs entry procedures. The application indicates that the savings from FTZ procedures would help improve the facilities' international competitiveness.

In accordance with the Board's regulations, Pierre Duy of the FTZ Staff is designated examiner to evaluate and analyze the facts and information presented in the application and case record and to report findings and recommendations to the Board.

Public comment is invited from interested parties. Submissions (original and 3 copies) shall be addressed to the Board's Executive Secretary at the following address: Office of the Executive Secretary, Room 2111, U.S. Department of Commerce, 1401 Constitution Avenue, NW, Washington, DC 20230-0002. The closing period for receipt of comments is April 5, 2010. Rebuttal comments in response to material submitted during the foregoing period may be submitted during the subsequent 15-day period to April 19, 2010.

A copy of the application will be available for public inspection at the Office of the Foreign-Trade Zones Board's Executive Secretary at the address listed above and in the "Reading Room" section of the Board's website, which is accessible via www.trade.gov/ftz. For further information, contact Pierre Duy at Pierre.Duy@trade.gov or (202) 482-1378.

Dated: January 25, 2010.

Andrew McGilvray,
Executive Secretary.

[FR Doc. 2010-2178 Filed 2-1-10; 8:45 am]

BILLING CODE 3510-DS-S

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

RIN 0648-XU13

Marine Fisheries Advisory Committee; Public Meetings

AGENCY: National Marine Fisheries Service (NMFS), National Oceanic and Atmospheric Administration (NOAA), Commerce.

ACTION: Notice of open public meeting.

SUMMARY: Notice is hereby given of a meeting of the Marine Fisheries Advisory Committee (MAFAC). This

will be the first meeting to be held in the calendar year 2010. Agenda topics are provided under the **SUPPLEMENTARY INFORMATION** section of this notice. All full Committee sessions will be open to the public.

DATES: The meetings will be held February 23-25, 2010, from 8:30 a.m. to 5 p.m.

ADDRESSES: The meetings will be held at the Sheraton Waikiki, 2255 Kalakaua Avenue in Honolulu, HI 96815; 808-922-4422.

FOR FURTHER INFORMATION CONTACT: Mark Holliday, MAFAC Executive Director; (301) 713-2239 x-120; e-mail: Mark.Holliday@noaa.gov.

SUPPLEMENTARY INFORMATION: As required by section 10(a)(2) of the Federal Advisory Committee Act, 5 U.S.C. App. 2, notice is hereby given of a meeting of MAFAC. MAFAC was established by the Secretary of Commerce (Secretary) on February 17, 1971, to advise the Secretary on all living marine resource matters that are the responsibility of the Department of Commerce. This committee advises and reviews the adequacy of living marine resource policies and programs to meet the needs of commercial and recreational fisheries, and environmental, State, consumer, academic, tribal, governmental and other national interests. The complete charter and summaries of prior meetings are located online at <http://www.nmfs.noaa.gov/ocs/mafac/>.

Matters To Be Considered

This agenda is subject to change.

The meeting is primarily convened to hear presentations and discuss policies and guidance on the draft NOAA catch share policy and the Fiscal Year 2010-2012 budget process for NOAA. The meeting will also include: an update on NOAA aquaculture program activities; an update on the Interagency Ocean Policy Task Force activities; discussion of various MAFAC administrative and organizational matters including approval of the revised charter and establishment of the new recreational fishing work group; and meetings of the standing subcommittees including development of their work plans for this year.

Special Accommodations

These meetings are physically accessible to people with disabilities. Requests for sign language interpretation or other auxiliary aids should be directed to Mark Holliday, MAFAC Executive Director; (301) 713-2239 x120 by 5 p.m. on February 10, 2010.

Dated: January 27, 2010

Samuel D. Rauch III,
Deputy Assistant Administrator for Regulatory Programs, National Marine Fisheries Service.

[FR Doc. 2010-2159 Filed 2-1-10; 8:45 am]

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DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

RIN 0648-XU18

Fisheries of the South Atlantic; South Atlantic Fishery Management Council; Public Meeting

AGENCY: National Marine Fisheries Service (NMFS), National Oceanic and Atmospheric Administration (NOAA), Commerce.

ACTION: Notice of a public meeting of the South Atlantic Fishery Management Council's (Council) Shrimp Review Panel via conference call.

SUMMARY: The South Atlantic Fishery Management Council will hold a meeting of its Shrimp Review Panel via conference call.

DATES: The call will take place February 19, 2010, beginning at 2 p.m. (EDT).

ADDRESSES: The call will be facilitated at the office of the South Atlantic Fishery Management Council, 4055 Faber Place Drive, Suite 201, North Charleston, SC 29405; telephone: (843) 571-4366 or toll free (866) SAFMC-10; fax: (843) 769-4520. Persons interested in listening to the discussions may call (877) 774-6707, PIN # 294.

FOR FURTHER INFORMATION CONTACT: Kim Iverson, Public Information Officer, South Atlantic Fishery Management Council, 4055 Faber Place Drive, Suite 201, North Charleston, SC 29405; telephone: (843) 571-4366 or toll free (866) SAFMC-10; fax: (843) 769-4520; email: kim.iverson@safmc.net.

SUPPLEMENTARY INFORMATION: The meeting is being convened to discuss: (1) a potential closure of Exclusive Economic Zone (EEZ) waters adjacent to South Carolina and Georgia to protect overwintering penaeid shrimp and, (2) the condition of the pink shrimp stock in the South Atlantic Region.

The Fishery Management Plan for the Shrimp Fishery of the South Atlantic Region (Shrimp FMP) allows for concurrent closure of the EEZ adjacent to those South Atlantic states that have closed their waters to the harvest of penaeid shrimp to protect overwintering stocks when they have been depleted by cold weather. South Carolina and

Georgia have closed their waters to shrimp harvest and may request that the Council recommend concurrent closure of the EEZ off those states. The Review Panel will review available data to assess whether a recommendation to close EEZ waters is warranted.

Amendment 6 to the Shrimp FMP established a proxy for a minimum stock size threshold (MSST) as a parent stock size capable of producing maximum sustainable yield (MSY) the following year. Sampling data indicate that the stock is again below the MSST. A recommendation from the Review Panel is needed as to whether management action is necessary to bring the pink shrimp stock back above the MSST level.

The Panel will prepare a report regarding its recommendations and forward it to the Council's Shrimp Committee to determine if further action is needed.

Although non-emergency issues not contained in this agenda may come before this group for discussion, in accordance with the Magnuson-Stevens Fishery Conservation and Management Act (Magnuson-Stevens Act), those issues may not be the subject of formal action during this meeting. Actions will be restricted to those issues specifically identified in this notice and any issues arising after publication of this notice that require emergency action under Section 305(c) of the Magnuson-Stevens Act, provided the public has been notified of the Council's intent to take final action to address the emergency.

Special Accommodations

This meeting is physically accessible to people with disabilities. Requests for auxiliary aids should be directed to the Council office (see **ADDRESSES**) 3 days prior to the meeting.

Note: The times and sequence specified in this agenda are subject to change.

Dated: January 28, 2010.

Tracey L. Thompson,

Acting Director, Office of Sustainable Fisheries, National Marine Fisheries Service.

[FR Doc. 2010-2151 Filed 2-1-10; 8:45 am]

BILLING CODE 3510-22-S

DEPARTMENT OF COMMERCE

International Trade Administration

Mission Statement; Franchise Trade Mission to Mexico; March 3-5, 2010

AGENCY: International Trade Administration, Department of Commerce.

ACTION: Notice.

Mission Description

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service is organizing a Trade Mission to Mexico City, March 3-5, 2010, with an optional spin-off visit to Monterrey. The mission will focus on assisting U.S. franchise companies to launch or increase their business in the Mexican market. The mission will help participating firms gain market insight, make industry contacts, solidify business strategies, and advance specific projects, with the goal of increasing U.S. business in Mexico. The mission will include business-to-business matchmaking appointments with potential local and regional investors at Mexico's International Franchise Fair—the Feria Internacional de Franquicias. The delegation will be comprised of U.S. franchise representatives in various industry sectors with potential in Mexico.

Commercial Setting

Today there are nearly 1,000 franchises in Mexico—ranking the nation seventh in franchises in 2008 by the World Franchise Council—due to market maturity, strong legal framework, support from the government, and franchise certification programs.

Mexico's franchise industry has proven to be one of the most important sectors for the country's economic growth, generating more than \$7.25 billion in 2008, which represents 6 percent of total GDP. Franchising currently provides over 600,000 jobs and 55,000 points of sale throughout Mexico. The franchise sector has maintained constant growth between 14 and 17 percent over the last 5 years, claiming 15 percent of every peso spent in Mexico.

Its strong commercial ties to the United States and recognition and acceptance of U.S. brands make Mexico a natural path for expansion into Latin America. Mexico's strong legal framework and large and diverse market offer numerous opportunities for U.S. firms looking to expand abroad. Sixty-eight percent of Mexican franchises are domestic and 21 percent U.S., making the United States by far the largest international provider of franchises. The International FranCorp ranked Mexico as the 10th best country in the world in 2008 for penetration through franchises, with one franchise for every 800 citizens.

Traditionally, large cities in Mexico have provided the primary markets for franchises. Eighty-three percent of

franchised businesses in Mexico are in Mexico City, Monterrey and Guadalajara. However, several franchises have expanded into smaller cities this year. While a non-franchise business in Mexico has only a 40 percent chance of surviving more than 2 years, 95 percent of franchised businesses in Mexico are still operating after five years, demonstrating the strength of the industry.

The Mexican Franchise Association (AMF) worked very closely with the Ministry of the Economy to develop the National Franchise Program (PNF) in 2007. This program promotes the development of international franchise concepts in Mexico with the goal of increasing employment and investment in the country. It provides opportunities to Mexican entrepreneurs to create or re-engineer a franchise concept, which not only supports growth and modernization of existing franchises, but provides support to investors looking to acquire international franchise concepts. So far in 2009, the Mexican government, through the PNF, has distributed nearly \$15.3 million of the \$27 million budgeted for 2009. Specifically, about \$4 million was given to new entrepreneurs looking to acquire franchises. This program offers an extraordinary opportunity for U.S. brands looking to either enter or expand their presence in the Mexican market.

Mexico offers numerous opportunities for a wide variety of firms looking to expand into a new market. Training, automotive services, pawn shops, senior care, child care, fitness programs, and gyms account for 24 percent of the franchise market, followed by the restaurant sector with 23 percent, retail 21 percent, education 14 percent, personal care 8 percent, and entertainment 5 percent. The remaining 5 percent is a mix of other sectors, including cleaning, laundry, dry cleaning, and tailoring. In terms of best opportunities for U.S. firms, food concepts lead the industry, with fast food restaurants and casual dining the most attractive to Mexican investors. However, there are many other sectors that are growing rapidly and successfully in the Mexican market, including education/entertainment services for children and personal care services (spas, beauty shops, and health care).

Due to the economic downturn, the franchise industry expects reduced growth during 2009 and 2010, specifically for concepts that require large investments and big operational requirements. However, because the current economic crisis has led to increased unemployment, many