

multiplier groups, and publicity at industry meetings, symposia, conferences, and trade shows. Recruitment for the mission will conclude no later than November 18, 2011. All applicants will be vetted by the Department of Commerce after November 18, 2011. Applications received after November 18, 2011 will be considered only if space and scheduling constraints permit.

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## DEPARTMENT OF COMMERCE

### International Trade Administration

#### Safety & Security Trade Mission; Mexico City and Monterrey, Mexico

**AGENCY:** International Trade Administration.

**ACTION:** Notice.

#### Mission Description

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service (CS) is organizing an executive-led Safety and Security trade mission to Mexico City and Monterrey, Mexico, for January 30–February 2, 2012. This mission is intended to focus on a variety of U.S. industry and service providers, particularly those related to residential and industrial facility safety/security, personal protection, logistics and supply chain protection, law enforcement and public security. This mission specifically excludes munitions and items intended for military and defense purposes.

The mission will introduce mission participants to end-users and prospective partners whose needs and capabilities are targeted to the respective U.S. participant's strengths. Participating in an official U.S. industry

delegation, rather than traveling to Mexico independently, will enhance the companies' ability to secure meetings with potential partners and buyers. The mission will include meetings with Federal, state and local government representatives; Mexican customs officials; airport and transportation authorities; police and law enforcement officials; and private sector industrial groups.

#### Commercial Setting

The nearly \$4 billion in annual trade between the United States and Mexico is fueled in large part by industrial manufacturing centers located throughout northern and central Mexico, which is also supported by an ever-growing national cargo transportation industry. With growing concerns over drug cartel related violence, particularly along the border, U.S. and Mexican companies alike have taken steps to protect their business investments, specifically in terms of safety and security of personnel, physical assets and supply chain logistics. Public and private sector investment in safety and security services and equipment is growing, particularly as companies are taking extra measures to ensure protection for their employees, such as the use of private security companies and armored vehicles. For a variety of products and services related to safety and security, U.S. companies can expect excellent sales prospects in both the public and private sectors of the Mexican market.

Given its dominance in this sector, Mexico City is the main stop on the mission. Many of the country's top distributors are based in this market, as well as procurement decision makers at the Federal level. The timing of this mission will allow new to market companies the chance to identify sales representatives and distributors in time for ExpoSeguridad (April 24–26, 2012), Mexico's leading security trade show. The second stop of this trade mission will be Monterrey, Mexico's northern financial and manufacturing heartland. Mexico's largest industrial groups are headquartered in Monterrey, including manufacturers of beer, steel, glass, and cement, as well as national manufacturing industries such as automotive, electronics, household goods and software. The corporate response to security threats in Monterrey, as in other regions, has been increased investment in safety and security solutions to protect company assets, particularly employees, both within the plant as well as beyond facility perimeters.

*Best Prospects:* Opportunities in the public security and personal protection markets could include protective gear (bullet-proof vests and clothing), forensics, trace detection equipment, armoring, specialty vehicles, metal detectors, non-intrusive scanning equipment, mobile command centers and communications equipment, *etc.* Residential and corporate hot prospects include alarm systems, CCTV and surveillance, perimeter protection, locks and safes, home automation and fire protection, and "safe room" design and construction. For the industrial manufacturing sector, best prospects would include protective clothing (such as gloves, goggles, hazmat suits, safety footwear, anti-static protection, and particulate respirators), as well as facilities access controls, surveillance equipment, hazardous materials handling, logistics protection and supply chain tracking (RFID, GPS). Training and capacity building services (*e.g.* security guards, drivers) are in high demand for all sub-sectors.

#### Mission Goals

The short term goals of the Safety & Security Trade Mission to Mexico are, (1) To introduce U.S. companies to potential end-users, joint-venture partners and other industry representatives in Mexico City, Monterrey, and their surrounding areas, and (2) to introduce U.S. companies to the industry leaders and government officials in Mexico City and Monterrey to learn about various opportunities in the safety and security industries.

#### Mission Scenario

Upon arrival in Mexico City on January 30, participants will check into the hotel, and participate in a commercial briefing on Central Mexico, followed by a networking welcome reception at the residence of the U.S. Ambassador, where they will meet key government and industry contacts in the Mexico City area. The morning of January 31 begins with a breakfast event to present the U.S. trade mission companies to a wide audience, including Federal/state/municipal government and law enforcement representatives from several states and cities across Central Mexico, as well as airport operators and transportation authorities, industrial manufacturing groups, and other potential buyers and end-users. The event will also feature short technical presentations from national security experts, as well as an update on the Merida Initiative by U.S. Embassy representatives. The morning event concludes with one-on-one matchmaking at the hotel with invited

guests from outside of Mexico City, followed by additional appointments in and around Mexico City throughout the remainder of the day. That evening, mission participants have the option of participating in a no-host dinner at a local restaurant—group transportation will be provided.

On February 1, participants will depart Mexico City and travel to Monterrey, where they will be welcomed with a commercial briefing focused on the unique market that is Northern Mexico and the border region, followed by a networking reception with key contacts at the Consul General's official residence. Gold Key matchmaking appointments will be scheduled throughout the day on February 2, primarily at the hotel or other centralized location, to ensure participant security.

The following items are included in the price of the trade mission:

- Pre-travel webinar briefing, covering Mexican business practices and security;
- National promotion of trade mission, including wide circulation of printed company directory;
- Welcome reception at Ambassador's residence in Mexico City on January 30;
- Continental breakfast during the Mexico City event on January 31;
- Networking reception with industry contacts in Monterrey on February 1;
- Group transportation to all receptions, and optional no-host dinner in Mexico City;
- Preferential hotel rates in Mexico City and Monterrey;
- Pre-scheduled meetings with potential partners, distributors, end users, or local industry contacts in Mexico City, Monterrey and surrounding cities;
- A designated escort/translator to provide assistance during scheduled matchmaking meetings.

*Proposed Timetable*

The mission program will begin on the evening of Monday, January 30, 2012, and continue through the evening of February 2, 2012.

January 30 .....	Mexico City. Commercial Briefing: Central Mexico market, Federal/state government procurement. Welcome reception at Ambassador's Residence.
January 31 .....	Mexico City. Breakfast Event with Federal, State and Local Representatives.

February 1 .....	One-on-one meetings with potential clients, distributors/representatives. Group dinner at local restaurant (no host). Mexico City/Monterrey. Breakfast (no host). Depart Mexico City. Arrival/Hotel check-in Monterrey. Evening Reception at Consul General's Residence.
February 2 .....	Monterrey. Breakfast (no host). Commercial Briefing: Northern Mexico market, industrial security, border business. Gold Key matchmaking meetings with potential clients, distributors/representatives. Late departure Monterrey or overnight stay (recommended).

**Participation Requirements**

All parties interested in participating in the Safety & Security Trade Mission to Mexico must complete and submit an application for consideration by U.S. Department of Commerce. All applicants will be evaluated on their ability to meet certain conditions and to satisfy the selection criteria as outlined below. This mission has a goal of a minimum of 15 and a maximum of 20 companies to be selected to participate in the mission from the applicant pool. U.S. companies already doing business in Mexico as well as U.S. companies seeking to enter the market for the first time are encouraged to apply.

*Fees and Expenses*

After a company has been selected to participate on the mission, a payment to the U.S. Department of Commerce in the form of a participation fee is required. The participation fee will be US \$ 3,500 for large firms and \$3,000 for a small or medium-sized enterprise (SME).<sup>1</sup> The fee for each additional firm representative (large firm or SME) is \$300. Expenses for air travel (to Mexico City, Monterrey, and return), lodging, meals and incidentals will be the

<sup>1</sup> An SME is defined as a firm with 500 or fewer employees or that otherwise qualifies as a small business under SBA regulations (see [http://www.sba.gov/services/contracting\\_opportunities/sizestandardstocps/index.html](http://www.sba.gov/services/contracting_opportunities/sizestandardstocps/index.html)). Parent companies, affiliates, and subsidiaries will be considered when determining business size. The dual pricing reflects the Commercial Service's user fee schedule that became effective May 1, 2008 (see <http://www.export.gov/newsletter/march2008/initiatives.html> for additional information).

responsibility of each mission participant.

*Conditions for Participation*

- An applicant must submit a completed and signed mission application and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation. If the U.S. Department of Commerce receives an incomplete application, the Department may reject the application, request additional information, or take the lack of information into account when evaluating the applications.
- Each applicant must also certify that the products and services it seeks to export through the mission are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have at least fifty-one percent U.S. content.

*Selection Criteria for Participation*

- Selection will be based on the following criteria:
- Suitability of a company's products or services to the mission's goals.
  - Applicant's potential for business in Mexico, including likelihood of exports resulting from the trade mission.
  - Consistency of the applicant's goals and objectives with the stated scope of the trade mission (*i.e.*, the sectors indicated in the mission description).
- Referrals from political organizations and any documents containing references to partisan political activities (including political contributions) will be removed from an applicant's submission and not considered during the selection process.

**Timeframe for Recruitment and Applications**

Mission recruitment will be conducted in an open and public manner, including publication in the **Federal Register**, posting on the Commerce Department trade mission calendar ([http://export.gov/trademissions/eg\\_main\\_023185.asp](http://export.gov/trademissions/eg_main_023185.asp)) and other Internet Web sites, press releases to general and trade media, direct mail, industry trade associations and other multiplier groups, and publicity at industry meetings, symposia, conferences, and trade shows. Recruitment for the mission will begin immediately and conclude no later than November 15, 2011. CS Mexico will review all applications immediately after the deadline. We will inform applicants of selection decisions as soon as possible after November 15, 2011. Applications received after that

date will be considered only if space and scheduling constraints permit.

## Contacts

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## DEPARTMENT OF COMMERCE

### International Trade Administration

#### Trade Mission to Southeast Asia in Conjunction With Trade Winds—Asia

**AGENCY:** International Trade Administration, Department of Commerce.

**ACTION:** Notice.

#### I. Mission Description

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service (CS) is organizing a trade mission to Southeast Asia, to take place in conjunction with the Trade Winds—Asia business forum (which is also open to U.S. companies not participating in the trade mission) in Singapore next May. U.S. trade mission members will participate in the Trade Winds—Asia business forum in Singapore (which is also open to U.S. companies not participating in the trade mission). Trade mission participants may participate in up to three trade mission stops. On the first leg of the trade mission, prior to the Singapore trade mission stop, participants may choose to participate in a trade mission stop in either: Vietnam (Hanoi and/or Ho Chi Minh City) or Thailand (Bangkok). Trade mission participants may then choose to participate in a

trade mission stop in Singapore, during which trade mission participants may participate in the Trade Winds—Asia business forum. Following the trade mission stop in Singapore, trade mission participants may choose to participate in a trade mission stop in either: Malaysia (Kuala Lumpur) or Indonesia (Jakarta).

Each trade mission stop will include one-on-one business appointments with pre-screened potential buyers, agents, distributors and joint-venture partners; and networking events. Trade mission participants electing to participate in the Trade Winds—Asia business forum may attend regional and industry-specific sessions and consultations with CS Senior Commercial Officers based in Asia.

This mission is open to U.S. companies from a cross section of industries with growth potential in Singapore, Vietnam, Thailand, Malaysia and Indonesia, including, but not limited to energy (mining, oil and gas, electric power generation, renewable), defense and aerospace, telecommunications and information technology, environmental technologies, medical equipment, safety and security equipment, automotive parts and service equipment, and logistics and transportation.

#### II. Commercial Setting

*Singapore:* In 2010, the Singapore economy rebounded with exceptional performance, expanding by 14.5% to become the second-fastest-growing economy in the world. Inflation was 2.8% in 2010 and is projected to rise to 3.0–4.0% in 2011. Analysts expect the Singapore currency to strengthen as the government uses monetary policy to fight inflation.

In 2010, Singapore remained our 13th-largest trading partner. Singapore was the United States' 10th largest export market (up from 11th largest in 2009) and the United States was the second largest supplier of imports to Singapore. The city-state, which is a regional trade hub, was the second busiest container port in the world in 2010. The World Economic Forum's "Global Enabling Trade Report 2010," which assesses border administration, transportation and communications, and general business environment in individual countries, ranked Singapore number one, which illustrates Singapore's open economy with respect to international trade and investment.

Best market prospects for Singapore include: Electronics components; oil and gas; aircraft and parts; pollution control equipment; computer hardware/software/peripherals;

telecommunication equipment and services; laboratory and scientific instruments; medical devices; education/training services; and franchising.

*Vietnam:* Vietnam's economic growth rate has been among the highest in the world in recent years, expanding at an average of about 7.2% per year from 2001 to 2010, while industrial production grew at an average of about 12% per year. Vietnam's GDP increased by 6.7% in 2010 and was one of only a handful of countries around the world to experience such significant growth.

In 2010, Vietnam joined the United States, Peru, Chile, Malaysia, Singapore, Brunei, New Zealand, and Australia to participate as a full member in the Trans-Pacific Economic Partnership negotiations to conclude a high-standard, 21st century Asia-Pacific free trade agreement.

The 2001 U.S.-Vietnam Bilateral Trade Agreement transformed the commercial relationship between the United States and Vietnam. Despite the continuing global economic recession in 2010, U.S. exports to Vietnam grew by an impressive 19.8% to \$3.7 billion and Vietnam's exports to the U.S. increased 21.0% to \$14.9 billion, resulting in an \$11.2 billion bilateral trade deficit with Vietnam. Agricultural exports to Vietnam grew significantly and accounted for roughly one-third of U.S. exports to Vietnam. Vietnam continues to import machinery, chemicals, instrumentation and software to support its growing industrial sector. The industrial/manufacturing, real estate/tourism and construction sectors continued to attract a major share of new capital flowing into the country, while utilities projects gained increased interest from investors in 2010.

Best market prospects for Vietnam include: Power generation, transmission and distribution; telecommunications equipment and services; oil and gas machinery and services; information technology hardware and software; airport and ground support equipment, air traffic management systems, and aircraft landing parts; environmental and pollution control equipment and services; medical equipment; safety and security; education and training; franchising; plastic materials, equipment and machinery; and architecture, construction and engineering.

*Thailand:* In 2010, the GDP of Thailand grew almost 8%, supported by an increase in exports and the Government's increased spending on its "Thai Khem Khaeng" economic stimulus program. This stimulus package was estimated to have resulted