

ALASKA LEGISLATURE SPECIAL COMMITTEE/SUBJECT FILES 8672

2450 SCOMM 103: HOUSE SPEC. COMM. INTL. TRADE & TOURISM, 1997-98

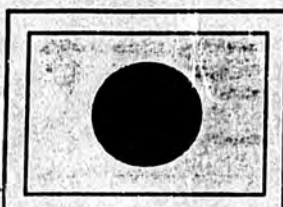
APPENDIX D

Alaska

Alaska's Top Ten
Export Markets 1993

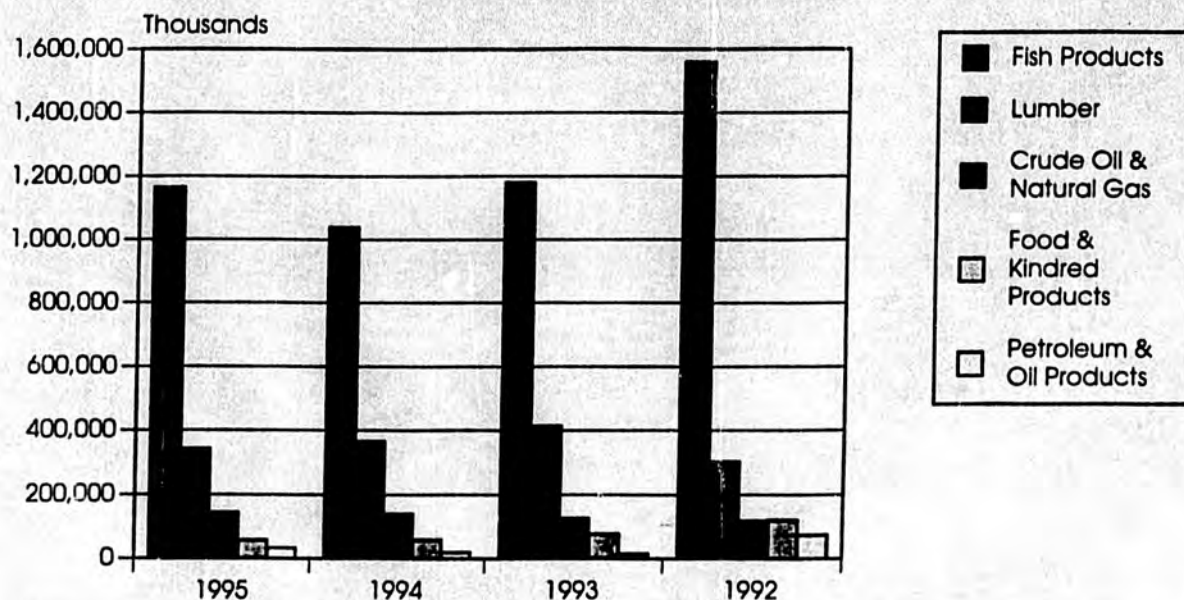
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JAPAN

ALASKA'S TOP FIVE EXPORTS TO JAPAN (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO JAPAN (U.S. Dollars)

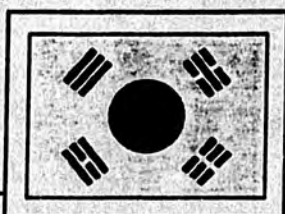
Description	1995	1994	1993	1992
Fish Products	1,163,640,916	1,039,603,608	1,180,563,877	1,560,751,063
Lumber	341,477,823	366,155,907	414,515,313	302,578,916
Crude Oil & Natural Gas	144,710,183	139,953,737	126,224,600	118,042,502
Food & Kindred Products	58,020,405	59,023,965	78,555,692	120,893,685
Petroleum & Oil Products	33,530,190	19,937,722	15,168,560	74,680,674
Metal Mining	27,004,032	17,632,218	37,838,176	90,036,332
Pulp	20,629,168	14,335,802	57,688,145	57,127,676
Chemicals & Allied Products	17,840,072	4,508,456	686,362	5,274,409
Instruments Medical Cont.	2,294,005	2,178,261	3,307,415	5,109,251
Transportation Equipment	1,264,163	2,134,331	29,576,699	6,090,999
Rubber	1,250,302	1,530,916	8,056	73,766
Livestock	955,205	392,700	329,696	157,500
Non-Electric Machinery	521,281	136,758	224,704	223,645
Misc. Manufactured Goods	315,807	211,805	176,808	320,722
Fabricated Metal Products	255,792	346,772	105,911	749,244
Misc. Mfg. Products	221,881	53,226	48,113	27,176
Agriculture Products	179,613	629,013	343,423	0
Electronic/Elec. Products	175,188	263,467	381,118	684,071
Apparel	106,313	650,844	53,048	15,726
Textiles	106,313	57,879	260,367	0
Primary Metal Products	64,593	7,974	16,016	5,280
Furniture	35,583	0	20,688	44,503
Misc. Commodities, NSPF	6,534	20,611	0	0
Used/Rebuilt Merchandise	9,500	5,200	39,700	36,000
Stone/Clay/Glass	6,104	61,381	57,569	75,673
Printing	3,000	25,008	5,900	23,451
Waste & Scraps	0	2,456,076	16,597	37,991
Leather	0	0	3,850	4,000
Total Exports	1,814,629,264	1,672,313,637	1,946,216,403	2,343,064,255

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

**1st
LARGEST
EXPORT MARKET**

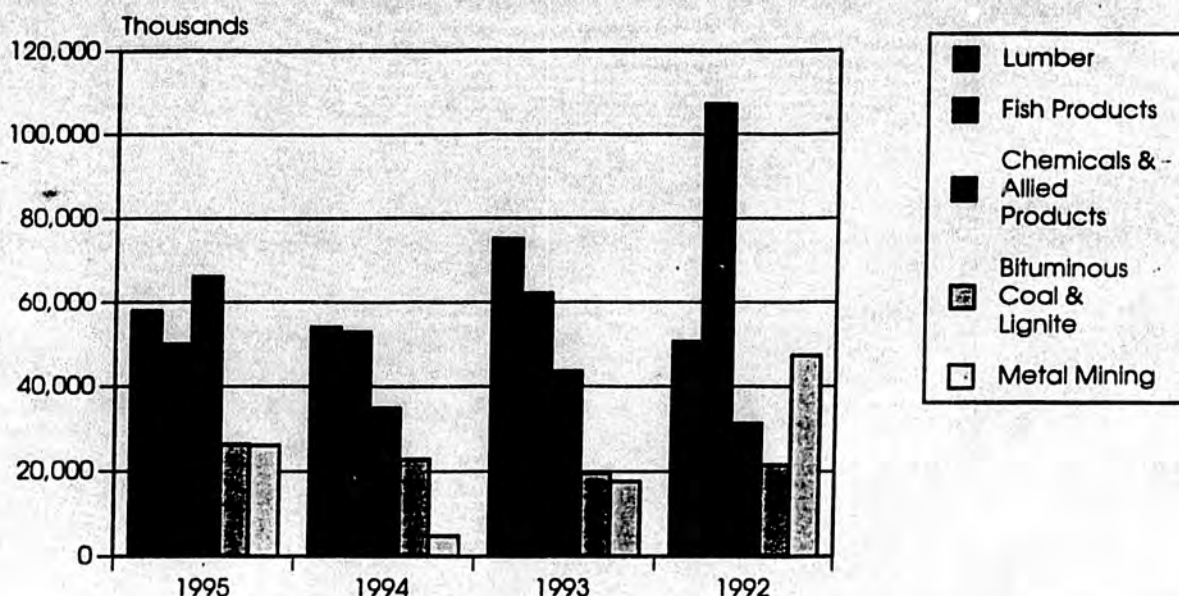
Alaska Total Exports to Country	1,815 million
Alaska Top Five Exports to Country	Fish Products (1,164M), Lumber (341M), Crude Oil & Natural Gas (145M), Food & Kindred Products (58M), Petroleum & Oil Products (34M)
Capital	Tokyo
Other Major Cities	Yokohama, Sapporo, Osaka, and Nagoya
Population	125 million (1994)
Land Size	Consists of four main islands: Honshu, Hokkaido, Shikoku and Kyushu; covers 145,882 sq. miles
Languages	Japanese. English is often used in business. Translators are often necessary and recommended
Time Difference	Add 18 hours to Alaska time
Visa	Not required for stays up to 90 days. A valid passport is needed.
Climate	Hot in summer. Dry and snowy on the Pacific side in winter. Rainy season (June to mid July), typhoon season (late August to September)
Currency	Yen. US\$1=106.73 Yen (May 16, 1996)
U.S. Banks in Country	American Express Bank, Chase Manhattan Bank, Bank of America Trust & Savings Association, Chemical Bank and Citibank
Japanese Representatives in the U.S.	Embassy of Japan (Washington, DC) 2520 Massachusetts Ave., NW, Washington, DC 20008 Tel: 202-939-6700 Fax: 202-328-2187 Consulate General (Anchorage, AK) 550 W. 7th Ave., Suite 701, Anchorage, AK 99501 Tel: 279-8428 Fax: 279-9271
U.S. Representatives in Japan	U.S. Embassy (Tokyo) 10-5, Akasaka 1-chome Minato-ku (107) or Unit 45004, Box 258, APO AP 96337-0001 Tel: 81-3-3224-5000 Fax: 81-3-3505-1862 Fisheries Specialist (Tokyo) Mr. Tom Asakawa Tel: 81-3-3224-5077 Fax: 81-3-3589-4235 Consulate General (Sapporo) Kita 1-Jo Nishi 28-chome, Chuo-Ku, Sapporo 064 or Unit 45004, Box 276, APO AP 96337-0003 Tel: 81-11-641-1115/7 Fax: 81-11-643-1283 Consulate General (Osaka-Kobe) 11-5, Nishitenma 2-chome, Kita-ku, Osaka 530 or Unit 45004, Box 239, APO AP 96337-0002 Tel: 81-6-315-5900 Telex: 52 33 037 AMCONJ Fax: 361-5397 COM Fax: 361-5978 CON Fax: 315-5930
Major Japanese Organizations in the U.S.	Japan External Trade Organization (JETRO) (San Francisco, CA) 235 Pine Street, Suite, 1700 San Francisco, CA 94104 Tel: 415-392-1333 Fax: 415-788-6927 Japan External Trade Organization (JETRO) (Los Angeles) 777 S. Figueroa St., Suite 4900, Los Angeles, CA 90017 Tel: (213) 624-8855 Fax: (213) 629-8127
Major Business Organizations in Japan	Tokyo Chamber of Commerce & Industry 2-2, Marunouchi, 3-chome, Chiyoda-ku, Tokyo 100 Tel: 81-3-3283-7580 Fax: 81-3-3201-6265 American Chamber of Commerce of Japan Bridgeston Toranomon Bldg., 5F, 25-2, Toranomon, 3-chome, Minato-ku, Tokyo 105 Tel: 81-3-3433-5381 Fax: 81-3-3436-1446 Tokyo Foreign Trade Association Tokyo-foritsu Sangyo Boeki Center 2F, 7-8, Kaigan, 1-chome, Minato-ku, Tokyo 105 Tel: 81-3-3434-4241 Fax: 81-3-3433-7164 Kobe Chamber of Commerce & Industry 1, Minatojima-Nakamachi, 6-chome, Chuo-ku, Kobe, 650 Tel: 81-78-303-5806 Fax: 81-78-303-2312 Nagoya Chamber of Commerce & Industry 10-19, Sakae, 2-chome, Naka-ku, Nagoya 460 Tel: 81-52-221-7211 Fax: 81-52-232-5751 Osaka Chamber of Commerce & Industry 2-8, Hommachibashi, Chuo-ku, Osaka 540 Tel: 81-6-944-6400 Fax: 81-6-944-6248

JAPAN



SOUTH KOREA

ALASKA'S TOP FIVE EXPORTS TO SOUTH KOREA (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO SOUTH KOREA (U.S. Dollars)

Description	1995	1994	1993	1992
Lumber	58,040,585	54,056,032	75,218,037	50,675,757
Fish Products	50,068,053	52,929,517	62,297,715	107,329,404
Chemicals & Allied Products	66,174,339	34,917,996	43,639,589	31,314,928
Bituminous Coal & Lignite	26,382,097	22,886,832	19,714,353	21,532,446
Metal Mining	26,140,669	4,854,232	17,712,485	47,378,698
Waste & Scraps	2,973,152	45,000	45,019	63,650
Food & Kindred Products	712,726	487,122	2,467,507	983,609
Transportation Equipment	574,092	7,821,216	4,199,402	11,484,365
Non-Electric Machinery	318,620	8,866	36,544	614,347
Misc. Manufactured Goods	148,987	70,560	18,244	11,103
Electronic/Electric Products	99,364	97,125	159,237	96,664
Rubber	76,943	0	4,152	3,592
Misc. Mfg. Products	47,687	6,613	44,183	36,014
Fabricated Metal Products	3,892	0	13,689	232,492
Pulp	2,850	14,314	177,814	1,859,865
Petroleum & Oil Products	0	10,917,128	4,769,800	17,959,967
Stone/Clay/Glass	0	12,952	0	0
Primary Metal Products	0	6,046	0	0
Textiles	0	0	0	9,524
Agriculture Products	0	0	0	18,246
Misc. Commodities, NSPF	0	0	60,000	192,500
Furniture	0	0	0	17,857
Others	0	0	0	0
Total Exports	231,764,056	189,131,551	230,577,770	291,815,028

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

2nd
LARGEST
EXPORT MARKET

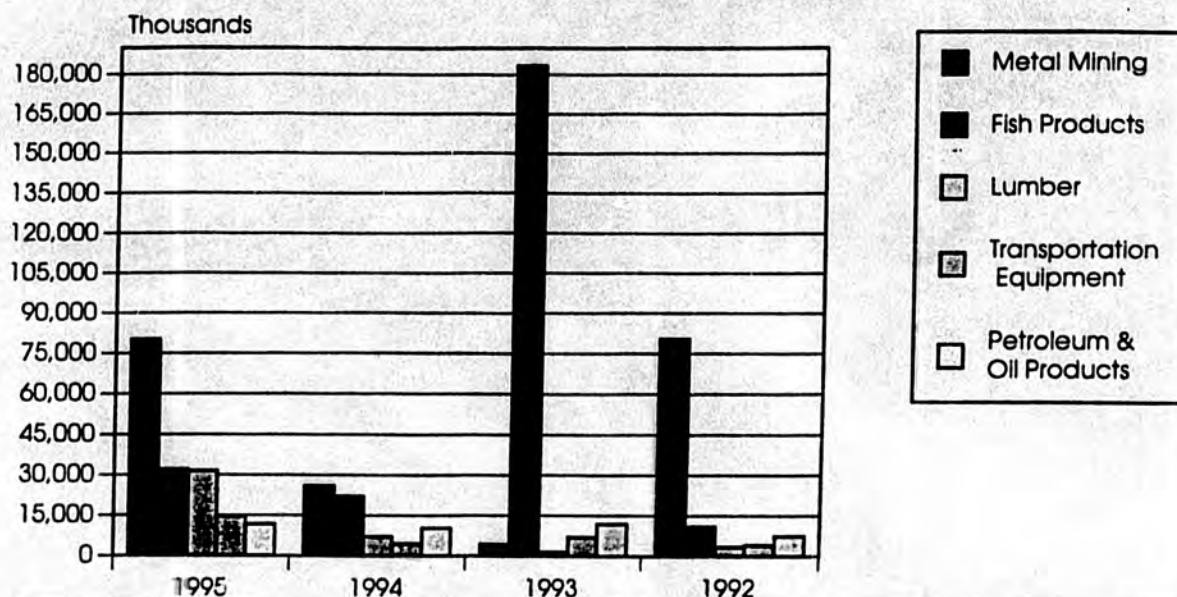
Alaska Total Exports to Country	232 million
Alaska Top Five Exports to Country	Chemicals & Allied Products (66M), Lumber (58M), Fish Products (50M), Bituminous Coal & Lignite (26M), Metal Mining (26M)
Capital	Seoul
Other Major Cities	Pusan and Taegu
Population	45 million (1994)
Land Size	98 thousand sq. kilometers
Languages	Korean. English is often used in business
Time Difference	Add 18 hours to Alaska time
Visa	Under 15 days, not required. Over 15 days, visa must be obtained. To apply a visa for a business purpose, you need to have (1) a valid passport, (2) a visa application form, (3) a letter from an organization indicating the purpose of your trip, the period of your trip and your financial responsibilities, (4) and a photo. Visas are available through Korean Consulate in Anchorage
Climate	Hot and humid in summer, dry and cold in winter. Rainy season (July to August)
Currency	Won. US\$1=779.00 Won (May 16, 1996) <i>900, 950, 1,000, 1,400</i>
U.S. Banks in Country	American Express Bank, Chase Manhattan Bank, Chemical Bank, Citibank, Bank of Boston, etc.
Korean Representatives in the U.S.	Embassy of Korea (Washington, DC) 2450 Massachusetts Ave., NW, Washington, DC 20008 Tel: (202) 939-5677 Fax: (202) 797-0597 Consulate General (Anchorage, AK) 101 W. Benson Blvd., Suite 304, Anchorage, AK 99503 Tel: (907) 561-5488 Fax: (907) 563-0313
U.S. Representatives in Korea	U.S. Embassy (Seoul) 82 Sejong-Ro, Chongro-Ku or American Embassy, Suite 15550, APO AP 96205-0001 Tel: 82-2-397-4114 Fax: 82-2-738-8845 U.S. Export Development Office/U.S. Commercial Center c/o U.S. Embassy Tel: 822-397-4212 Fax: 822-739-1628 Consulate General/U.S. Department of Commerce 24 2-KA, Daechung-Dong, Chung-Ku Tel: 82-51-246-7791 Fax: 82-51-246-8859
Major Korean Organizations in the U.S.	Korea Trade Center (KOTRA) 4801 Wilshire Blvd., Suite 104, Los Angeles, CA 90017 Tel: (213) 954-9500 Fax: (213) 954-1707
Major Business Organizations in Korea	Korean Chamber of Commerce & Industry 45, Namdaemunno, 4/ga, Chung-gu, Seoul, 100743, Korea Tel: 822-316-3114 Fax: 822-757-9475 American Chamber of Commerce in Korea Room 307, Chosun Hotel, Seoul, Korea Tel: 822-753-6471/6516 Fax: 822-755-6577

SOUTH KOREA



CANADA

ALASKA'S TOP FIVE EXPORTS TO CANADA (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO CANADA (U.S. Dollars)

Description	1995	1994	1993	1992
Metal Mining	80,308,496	25,999,230	4,355,796	80,509,755
Fish Products	32,051,757	22,290,385	18,337,536	11,112,247
Lumber	31,461,302	7,179,078	1,518,707	3,579,460
Transportation Equipment	14,629,466	4,584,345	7,037,143	4,223,732
Petroleum & Oil Products	11,782,379	10,364,450	11,914,424	7,424,487
Food & Kindred Products	10,286,446	9,253,835	2,653,794	8,283,937
US Goods Return/Reimport	10,070,638	5,573,705	13,193,530	18,396,197
Non-Electric Machinery	4,032,607	4,735,065	5,850,022	4,754,431
Fabricated Metal Products	2,692,106	877,566	1,060,074	3,195,726
Electronic/Elec. Products	2,327,981	1,902,171	1,242,400	797,633
Instruments Medical Cont.	2,107,535	6,237,378	3,013,844	3,235,182
Primary Metal Products	1,774,136	1,855,072	652,682	2,215,852
Printing	1,325,487	99,720	138,672	130,395
Chemicals & Allied Products	1,309,891	521,004	328,829	362,227
Used/Rebuilt Merchandise	781,587	1,252,333	547,912	142,074
Misc. Mfg. Products	548,623	281,593	210,269	137,0
Livestock	472,883	1,244,088	322,908	1,265,647
Rubber	384,754	106,365	89,321	221,757
Misc. Manufactured Goods	363,338	592,889	473,244	243,936
Pulp	283,602	212,318	143,340	32,783
Furniture	180,611	445,968	211,220	36,078
Stone/Clay/Glass	118,250	24,269	44,490	393,013
Misc. Commodities, NSPF	104,850	28,105	414,126	23,839
Textiles	77,652	32,079	23,002	0
Leather	44,901	11,497	35,558	0
Waste & Scraps	39,462	28,176	8,855	11,495
Non-Metallic Minerals	3,013	0	13,145	3,192
Apparel	2,680	0	6,733	2,656
Agriculture Products	0	25,592	84,622	9,665
Total Exports	209,503,433	105,758,276	73,926,198	150,744,404

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

3rd
LARGEST
EXPORT MARKET

Alaska Total Exports to Country

Alaska Top Five Exports to Country
Capital

Other Major Cities

Population

Land Size

Languages

Time Difference

Visa

Climate

Currency

U.S. Banks in Country

Canadian

Representatives

In the U.S.

U.S. Representatives in Canada

Major Canadian Organizations in the U.S.

Major Business Organizations in Canada

210 million

Metal mining (80 M), Fish Products (32 M), Lumber (31M), Transportation Equipment (15M), Petroleum & Oil Products (12M)
Ottawa

Montreal, Toronto, Vancouver, and Winnipeg

28 million (1994)

10 million sq. kilometers (the second largest country in the world)

English and French are official languages

Based on Alaskan time, add 5 hours to Newfoundland province, add 4 hours to Quebec and Ontario provinces, add 3 hours to Manitoba province, add 2 hours to Saskatchewan and Alberta provinces and add 1 hour to British Columbia province.

No visa required for stays up to 180 days. Proof of U.S. citizenship and photo identification required

Cold and snowy in winter, humid and warm in summer

Canadian Dollars. US\$=1.37 Canadian Dollars (May 16, 1996)

Chase Manhattan Bank, Chemical Bank and Manufacturers Hanover

Embassy of Canada (Washington, DC)

501 Pennsylvania Ave., NW, Washington, DC 20001

Tel: 202-682-1740 Fax: 202-682-7726

Consulate General & Trade Commissioner (Seattle, WA)

412 Plaza 600, Sixth & Stewart Sts., Seattle, WA 98101-1286

Tel: (206) 443-1777 Fax: (206) 443-9662

U.S. Embassy (Ottawa, Ontario)

100 Wellington St., Ottawa, K1P 5T1

Tel: 613-238-5335 or 613-238-4470 Fax: 613-238-5720

Consulate General (Montreal, Quebec)

P.O. Box 65, Postal Station, Des Jardins, H5B 1G1

Tel: 514-398-9695 Fax: 514-398-0973 or 514-398-0711

Consulate General (Vancouver, British Columbia)

1095 West Pender St., Vancouver, V6E 2M6

Tel: 604-685-4311 Fax: 604-685-5285

Consulate General (Toronto, Ontario)

360 University Ave., Toronto, Ontario M5G 1E4

Tel: 416-595-1700 Fax: 416-595-0051

Canadian Government Trade Office

50 Fremont Street, Suite 1825, San Francisco, CA 94105

Tel: (415) 543-2550 Fax: (415) 512-7671

Canadian Government Trade Office

333 West San Carlos Street, Suite 945, San Jose, CA 95110

Tel: (408) 289-1157 Fax: (408) 289-1168

Canadian Chamber of Commerce

55 Metcalfe St., Suite 1160, Ottawa, Ontario, Canada, K1P 6N4

Tel: 613-238-4000 Fax: 613-238-7643

Canadian International Trade Centers

Quebec

Montreal International Trade Centre, Industry Canada

5 Place Ville-Marie, 7th Floor, Montreal, H3B 2G2

Tel: 514-283-6796 Fax: 514-283-8794

Ontario

Toronto International Trade Centre, Industry Canada

Dominion Public Bldg.,

1 Front Street West, 4th Floor, Toronto, M5J 1A4

Tel: 416-973-5053 Fax: 416-973-8161

Manitoba

Winnipeg International Trade Centre, Industry Canada

8th Floor, Newport Centre, 330 Portage Ave.,

P.O. Box 981, Winnipeg R3C 2V2

Tel: 204-983-4540 Fax: 204-983-2187

Alberta

Edmonton International Trade Centre, Industry Canada

Canada Place, 9700 Jasper Ave., Suite 540,

Edmonton, T5J 4C3

Tel: 403-495-2944 Fax: 403-495-4507

British Columbia

Vancouver International Trade Centre, Industry Canada

300 West Georgia St., Suite 2000, Vancouver, V6B 6E1

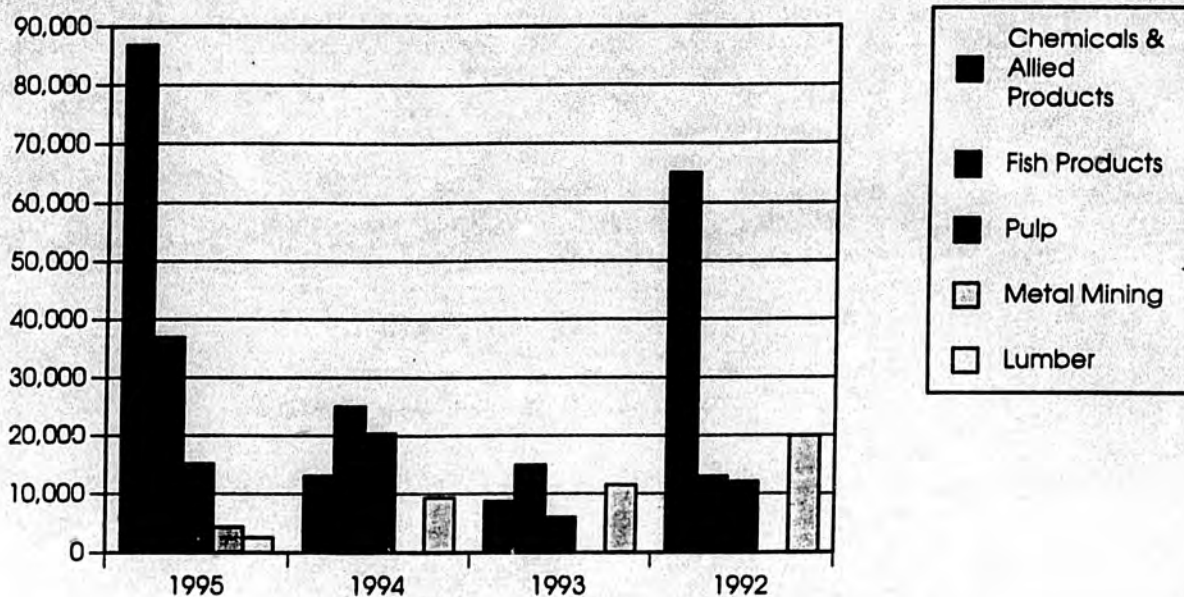
Tel: 604-666-0434 Fax: 604-666-8330

CANADA



CHINA

ALASKA'S TOP FIVE EXPORTS TO CHINA (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO CHINA (U.S. Dollars)

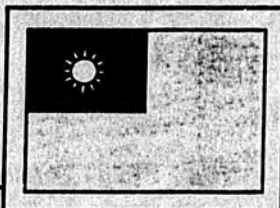
Description	1995	1994	1993	1992
Chemicals & Allied Products	86,850,537	13,057,192	8,746,580	65,028,676
Fish Products	36,893,021	24,990,693	14,932,205	13,041,145
Pulp	15,134,624	20,391,480	5,987,616	12,096,639
Metal Mining	4,419,588	0	0	0
Lumber	2,589,000	9,399,470	11,563,441	19,951,854
Petroleum & Oil Products	1,822,125	4,083,660	14,741,253	11,144,724
Food & Kindred Products	1,642,798	691,437	1,068,508	88,600
Non-Electric Machinery	177,116	706,156	0	150,000
Waste & Scraps	139,650	25,880	7,484	0
Electronic/Electric Products	84,520	1,204,630	0	0
Primary Metal Products	76,238	0	0	0
Fabricated Metal Products	25,450	41,574	0	215,752
Instruments Medical Cont.	4,587	138,227	0	6,914
Printing	0	10,505	0	0
Rubber	0	31,532	0	0
Transportation Equipment	0	7,333,483	929,402	64,315
Misc. Manufactured Goods	0	5,000	0	0
Misc. Mfg. Products	0	0	5,945	0
Total Exports	149,859,254	82,110,919	57,982,434	121,788,619

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

4th
LARGEST
EXPORT MARKET

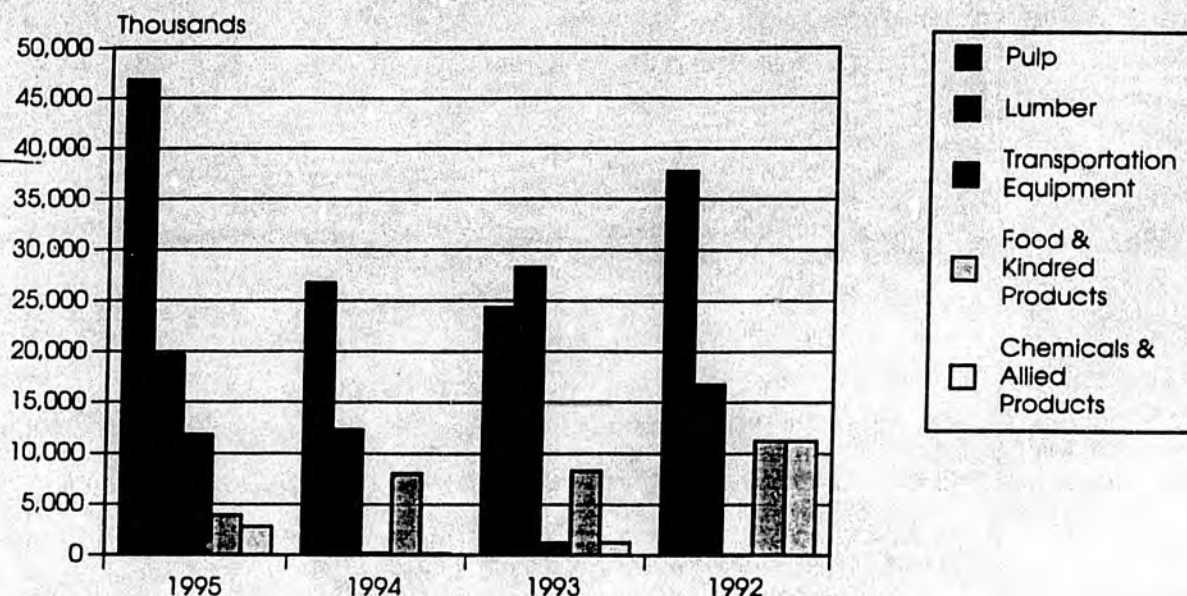
Alaska Total Exports to Country	150 million
Alaska Top Five Exports to Country	Chemicals & Allied Products (87M), Fish Products (37M), Pulp (15M), Metal Mining (4M), Lumber (3M)
Capital	Beijing
Other Major Cities	Shanghai, Tianjin, Shenyang, Wuhan, Guangzhou, Chungking, and Harbin
Population	1.19 billion (1994)
Land Size	Slightly larger than the U.S.
Languages	Mandarin, Cantonese, and Shanghaiese. English is used in business
Time Difference	Add 17 hours to Alaska time
Visa	Required. For a tourist visa, a person must show a "letter of confirmation" from the China International Travel Services (CITS) or a confirmed hotel reservation. For a business visa, a person must have a "letter of invitation" from the host before obtaining a visa. Visa applications are available at the PRC Embassy (see address below).
Climate	Varies as it is in the U.S. Monsoons cause flooding in the summer.
Currency	Renminbi. US\$1=407.56 (May 16, 1996)
U.S. Banks in Country	Citibank, Manufacturers Hanover Trust Company
Chinese Representatives in the U.S.	Embassy of the PRC (Washington, DC) 2300 Connecticut Ave., NW, Washington, DC 20008 Tel: (202) 328-2500, Ext. 480 Fax: (202) 328-2582 Consulate General (San Francisco, CA) 1450 Laguna St., San Francisco, CA 94115 Oversees Affairs Information, Tel: (415) 563-4528 Visa Information, Tel: (415) 563-5440 Commercial Information, Tel: (415) 563-4858 Fax: (415) 563-0494
U.S. Representatives in the China	U.S. Embassy (Beijing) Xiu Shui Bei Jie 3, Beijing, or 100600, PSC 461, Box 50, FPO AP 96521-0002 Tel: 86-10-532-3831 Fax: 86-10-532-6422 Consulate General (Guangzhou) No. 1 South Shamian St., or PSC 461, Box 100, FPO AP 96521-0002 Tel: 86-20-888-8911 Fax: 86-20-886-2341 Consulate General (Shanghai) 1469 Huai Hai Middle Road, or PSC 461, Box 200, FPO AP 96521-0002 Tel: 86-21-6933-6880 Fax: 86-21-6933-4122 Consulate General (Shenyang) 52, 14th Wei Road, Heping District, 110003 or PSC 461, Box 45, FPO AP 965231-00023 Tel: 86-24-282-0068 Fax: 86-24-282-0074
Major Chinese Organizations in the U.S.	China United Trading Corp., Ltd. One World Trade Center, Ste. 3333, New York, NY 10048 Tel: 212-775-0048 Fax: 212-775-7176 China Council for Promotion of International Trade (CCPIT) Chamber of International Commerce 4301 Connecticut Ave., Suite 136, NW, Washington, DC 20008 Tel: 202-244-3244 Fax: 202-244-0478
Major Business Organizations in China	American Chamber of Commerce in the PRC Room 444, Great Wall Sheraton Hotel, North Dongsanhuan Ave., Beijing 100036, PRC Tel: 86-1-6500-5566, ext. 2271 Fax: 86-1-6501-8273 China Council for Promotion of International Trade (CCPIT) Fuxingmenwai St., Beijing 100860, PRC Tel: 86-1-6801-3344 Fax: 86-1-6801-1370

CHINA



TAIWAN

ALASKA'S TOP FIVE EXPORTS TO TAIWAN (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO TAIWAN (U.S. Dollars)

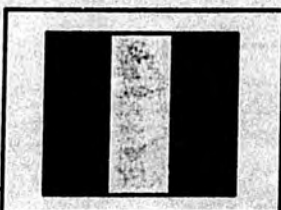
Description	1995	1994	1993	1992
Pulp	46,818,420	26,790,634	24,337,674	37,737,902
Lumber	19,678,666	12,323,535	28,304,441	16,764,090
Transportation Equipment	11,807,728	196,412	1,229,337	55,489
Food & Kindred Products	3,925,014	8,029,410	8,288,675	11,233,417
Chemicals & Allied Products	2,805,269	135,958	1,257,404	1,015,638
Fish Products	2,532,079	2,279,563	1,580,694	538,207
Waste & Scraps	768,441	0	61,618	0
Non-Electric Machinery	120,153	226,150	20,860	90,800
Electronic/Electric Products	119,655	516,928	43,958	641,522
Primary Metal Products	90,604	74,437	0	0
Rubber	40,634	116,352	21,272	28,500
Instruments Medical Cont.	22,094	187,713	148,440	0
Livestock	12,905	65,772	0	0
Fabricated Metal Products	9,132	6,404	4,800	0
Used/Rebuilt Merchandise	2,535	0	22,800	0
Misc. Mfg. Products	0	131,660	11,992	0
Non-Metallic Minerals	0	48,795	0	0
Printing	0	20,000	0	0
Stone/Clay/Glass	0	10,706	0	67,419
Petroleum & Oil Products	0	2,821	0	0
Misc. Commodities, NSPF	0	0	0	24,600
Total Exports	88,758,329	65,333,965	68,197,584	

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

5th
LARGEST
EXPORT MARKET

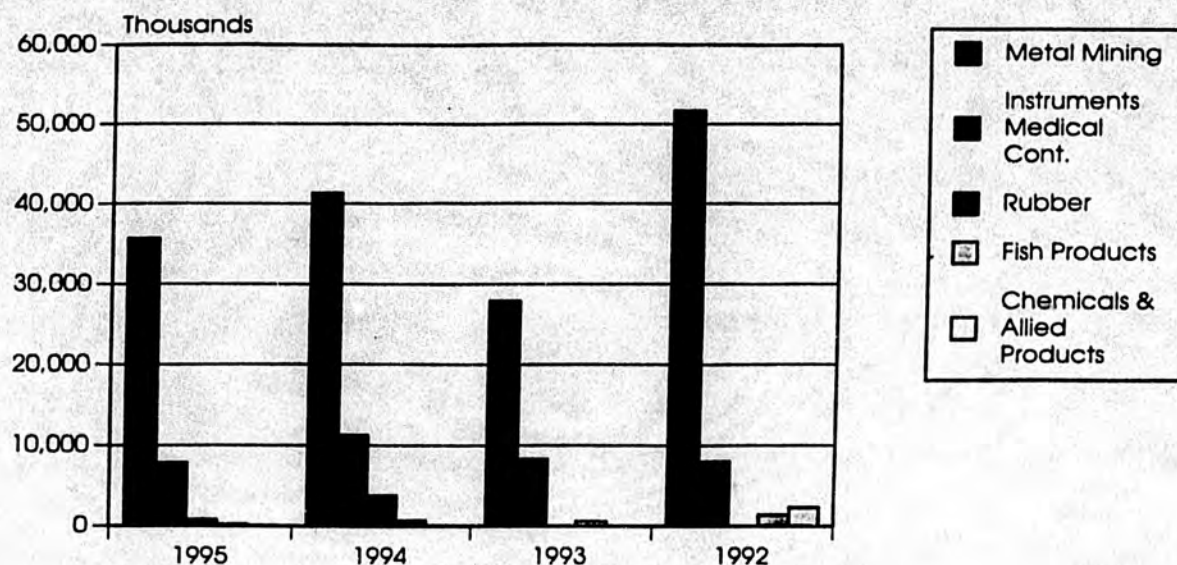
Alaska Total Exports to Country	89 million
Alaska Top Five Exports to Country	Pulp (47M), Lumber (20M), Transportation Equipment (12M), Food & Kindred products (4M), Chemicals & Allied Products (3M)
Capital	Taipei
Other Major Cities	Kaohsiung, Taichung, and Tainan
Population	21 million (1994)
Land Size	36 thousand sq. kilometers (about the total size of Massachusetts and Connecticut)
Languages	Mandarin. English is used in business
Time Difference	Add 17 hours to Alaska time
Visa	Required for visits longer than five (5) days. To apply for a visitor visa, you need to have (1) a passport with at least six months validity beyond the visa issuance date, (2) a visa application form V-1, (3) and two photos. Visas are available through the Seattle CCNAA office.
Climate	Hot and humid and rainy in summer (May to October). Snowy at higher elevations in the northern part in winter.
Currency	New Taiwan Dollar. US\$1=27.21 New Taiwan Dollar (May 16, 1996)
U.S. Banks in Country	American Express Bank, Chemical Bank, Citibank, First Interstate Bank and Manufacturers Hanover.
Taiwanese Representatives in the U.S.	Taipei Economic and Cultural Office in Seattle 2001-6th Avenue, 2410 Westin Bldg., Seattle, WA 98121 Tel: 206-441-4586 Fax: 206-441-4320
U.S. Representatives in Taiwan	American Institute in Taiwan 7 Lane 134, Hsin Yi Road, Section 3, Taipei, Taiwan Tel: 886-2-709-2000 Fax: 886-2-702-7675 Branch Office (Kaohsiung) 3/F, 2 Chung Cheng 3rd Road, Kaohsiung, Taiwan Tel: 886-7-251-2444 Fax: 886-7-223-8237
Major Taiwanese Organizations in the U.S.	China External Trade Development Council (CETRA) 3660 Wilshire Blvd., Suite 918, Los Angeles, CA 90010 Tel: 213-380-3644 Fax: 213-380-3407 Far East Trade Service Inc. 555 Montgomery St., Suite 603, San Francisco, CA 94111 Tel: (415) 788-4304 Fax: (415) 788-0468 U.S.A-ROC Economic Council 1726 M. Street, Suite 601, NW, Washington, DC 20036 Tel: (202) 331-8966 Fax: (202) 331-8985
Major Business Organizations in Taiwan	American Chamber of Commerce in Taipei Suite 1012, Chia Hsin Bldg., Annex 96 Chung Shan N. Road, Sec. 2, Taipei Tel: 886-02-581-7089 Fax: 886-02-542-3376 Taiwan Importers and Exporters' Association 14/F, 2 Fu Hsing N. Road, Taipei Tel: 886-02-773-1155 Fax: 886-02-773-1159 International Trade Association of the ROC 8/F, 148 Chung Hsiao E. Road, Sec. 4, Taipei Tel: 886-02-772-6252 Fax: 886-02-752-2411 Taiwan Chamber of Commerce 4/F, 158 Sung Khlang Road, Taipei Tel: 886-02-536-5455 Fax: 886-02-521-1980

TAIWAN



BELGIUM

ALASKA'S TOP FIVE EXPORTS TO BELGIUM (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO BELGIUM (U.S. Dollars)

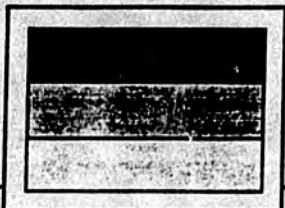
Description	1995	1994	1993	1992
Metal Mining	35,693,099	41,297,351	27,902,371	51,672,199
Instruments Medical Cont.	7,838,378	11,209,408	8,298,164	8,013,820
Rubber	790,982	384,703	0	0
Fish Products	226,906	701,773	612,428	1,446,159
Chemicals & Allied Products	57,308	72,076	12,174	2,326,580
Food & Kindred Products	50,225	130,392	413,848	167,216
Fabricated Metal Products	34,090	6,388	0	0
Misc. Mfg. Products	8,753	0	0	110,000
Stone/Clay/Glass	3,029	0	0	0
Apparel	2,854	0	0	0
Pulp	0	1,731,046	2,094,083	3,404,879
Electronic/Electric Products	0	44,295	151,741	41,516
Non-Electric Machinery	0	0	970,304	10,840
Used/Rebuilt Merchandise	0	0	0	2,930
Other	0	0	0	0
Total Exports	44,705,624	55,577,432	40,455,113	67,196,141

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

6th
LARGEST
EXPORT MARKET

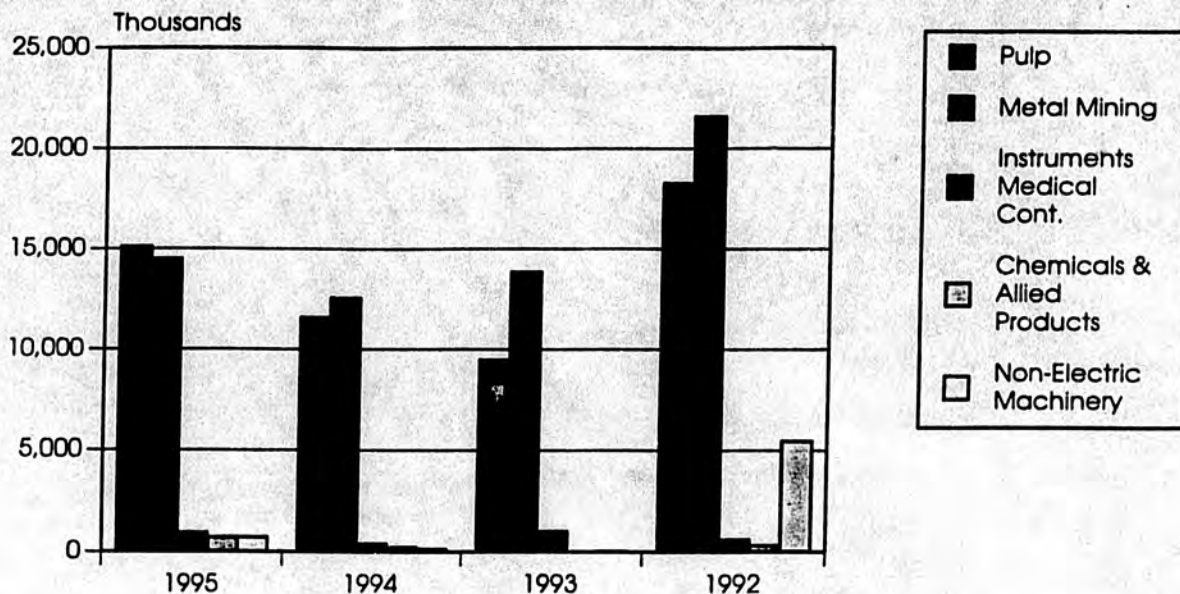
Alaska Total Exports to Country	45 million
Alaska Top Five Exports to Country	Metal Mining (36M), Instruments Medical Cont. (8M), Rubber (0.8M), Fish Products (0.2M), Chemicals & Allied Products (0.06M)
Capital	Brussels
Other Major Cities	Antwerp and Ghent
Population	10 million (1994)
Land Size	11,780 sq. miles (slightly larger than Maryland)
Languages	Flemish, French, Dutch, and German. French and Flemish are official languages. English is used in business
Time Difference	Add 10 hours to Alaska time
Visa	Not required for stays of less than 90 days. A valid passport is required.
Climate	Ranges from 54°F to 72°F in summer, seldom falls below 32°F in winter, foggy and rainy in winter
Currency	Franc. US\$1=31.51 Franc (May 16, 1996)
U.S. Banks in Country	Chase Manhattan Bank, Chemical Bank and Citibank
Belgium Representatives in the U.S.	Embassy of Belgium (Washington, DC) 3330 Garfield Street, NW, Washington, DC 20008 Tel: 202-333-6900 Fax: 202-625-7567 Consulate General of Belgium (Los Angeles, CA) 6100 Whillshire Blvd., Suite 1200, Los Angeles, CA 90048 Tel: 213-857-1244 Fax: 213-936-2564
U.S. Representatives in Belgium	U.S. Embassy (Brussels) 27 Boulevard du Regent, B-1000 Brussels, or APO AE 09724, PSC 82, Box 002 Tel: 32-2-513-3830 Fax: 32-2-511-2725
Major Belgian Organizations in the U.S.	Belgian-American Chamber of Commerce in the United States 350 Fifth Avenue, Suite 1322, New York, NY 10118 Tel: 212-967-9898 Fax: 212-629-0349.
Major U.S. Organizations in Belgium	Belgian-American Chamber of Commerce in Belgium rue Emile Claus 17, Bte 3, B-1050, Brussels Tel: 32-2-647-58-01 Fax: 32-2-647-58-01

BELGIUM



GERMANY

ALASKA'S TOP FIVE EXPORTS TO GERMANY (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO GERMANY (U.S. Dollars)

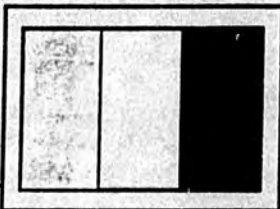
Description	1995	1994	1993	1992
Pulp	15,105,054	11,591,307	9,476,546	18,259,418
Metal Mining	14,496,358	12,571,049	13,852,316	21,595,021
Instruments Medical Cont.	948,877	394,246	1,009,796	595,998
Chemicals & Allied Products	712,525	234,345	5,850	313,208
Non-Electric Machinery	707,720	129,129	41,174	546,798
Food & Kindred Products	409,862	492,262	211,287	219,097
Fish Products	308,653	5,562,474	3,152,120	2,399,287
Transportation Equipment	155,768	318,883	46,249	196,185
Lumber	135,463	53,018	18,995	11,658
Electronic/Elec. Products	84,910	463,283	269,780	140,834
Fabricated Metal Products	64,759	43,354	7,299	18,010
Apparel	22,533	13,794	22,533	0
Agriculture Products	20,240	33,792	77,616	7,347
Used/Rebuilt Merchandise	20,255	16,100	7,890	45,828
Leather	7,800	0	0	2,552
Printing	3,000	48,573	72,754	0
Misc. Commodities, NSPF	0	77,400	0	0
Misc. Manufactured Goods	0	9,800	50,691	30,260
Primary Metal Products	0	5,000	28,247	0
Stone/Clay/Glass	0	4,496	13,568	6,140
Furniture	0	3,193	17,945	18,345
Livestock	0	3,000	0	0
Misc. Mfg. Products	0	0	12,040	9,650
Textiles	0	0	3,067	0
Total Exports	33,212,244	32,068,498	28,397,763	44,447,391

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

**7th
LARGEST
EXPORT MARKET**

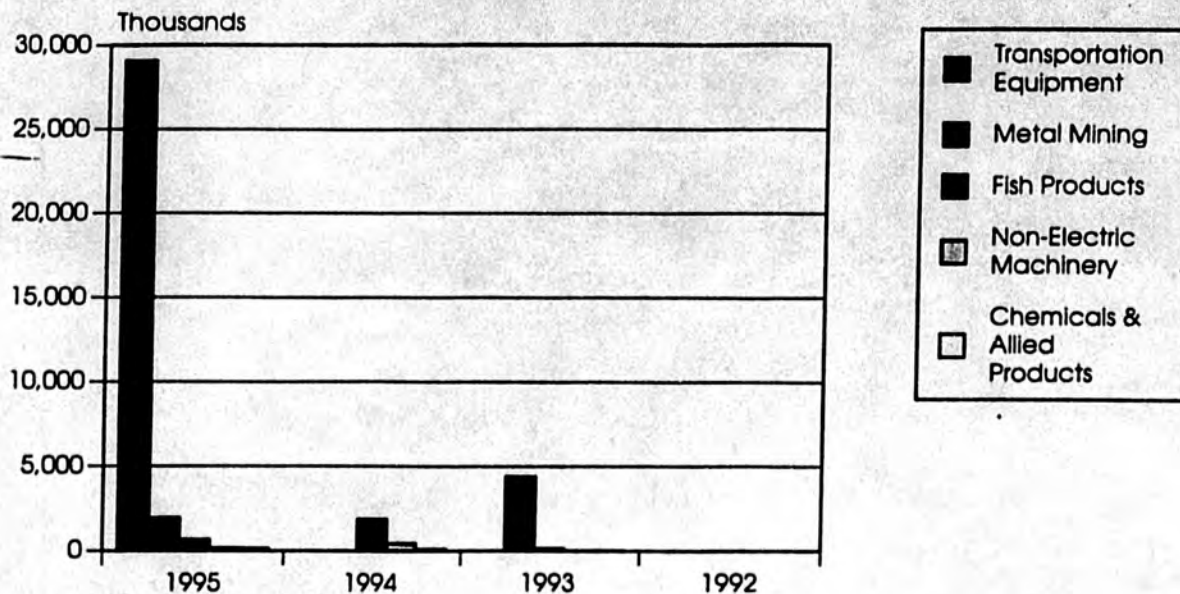
Alaska Total Exports to Country	33 million
Alaska Top Five Exports to Country	Pulp (15M), Metal Mining (15M), Instruments Medical Cont. (0.9M), Chemicals & Allied Products (0.7M), Non-Electric Machinery (0.7M)
Capital	Berlin
Other Major Cities	Hamburg, Cologne, Munich, and Leipzig
Population	81 million (1994)
Land Size	Consists of five states—Mecklenburg-Vorpommern, Saxony-Anhalt, Thuringia, Saxony and Brandenburg (slightly smaller than Montana)
Language	German. English is widely understood by the Germans
Time Difference	Add 10 hours to Alaska time
Visa	Not required for U.S. citizens for stays of less than 90 days. A valid U.S. passport is required.
Climate	Cold, snowy and humid in winter; warm in summer
Currency	Deutsche Mark. US\$1=1.53 Deutsche Mark (May 16, 1996)
U.S. Banks in Country	American Express Bank, Chase Manhattan, Chemical Bank, First Interstate Bank and Manufacturers Hanover Bank
German Representatives in the U.S.	Embassy of Germany (Washington, DC) 4645 Reservoir Rd., NW, Washington, DC 20007-1998 Tel: 202-298-4000 Fax: 202-298-4249 Consulate General (Seattle, WA) One Union Square, Suite 2500, 600 University Street, Seattle WA 98101 Tel: (206) 682-4312 Fax: (206) 682-3724
U.S. Representatives in Germany	U.S. Embassy/U.S. Department of Commerce (Bonn) Deichmanns Avenue 29, 53170 Bonn or PSC 117, APO AE 09080 Tel: 49-228-3391 Fax: 49-228-339-2663 The U.S. Berlin Office/U.S. Department of Commerce Neustaedtische Kirchstrasse 4-5, 10117 Berlin or PSC 120, Box 1000, APO AE 09265 Tel: 49-30-238-5174 Fax: 49-30-238-6290 Consulate General/U.S. Department of Commerce (Frankfurt am Main) Siesmayerstrasse 21, 60323 Frankfurt or PSC 115, APO AE 09213-0115 Tel: 49-69-7535-0 Fax: 49-69-748-938 COM Fax: 49-69-748-204 Consulate General/U.S. Department of Commerce (Hamburg) Alsterufer 27/28, 20354 Hamburg Tel: 49-40-41171-351 Afterhours: 49-171-3511-269 FBU Fax: 49-40-41171-222 Consulate General/U.S. Department of Commerce (Dusseldorf) Kennedydamm 15-17, 40476 Dusseldorf Tel: 49-211-47061-0 Afterhours: 49-0172-970-2455 Fax: 49-211-43-14-48 Consulate General/U.S. Department of Commerce (Stuttgart) Urbanstrasse 7, 70182 Stuttgart, or Unit 30607, APO AE 09154-0001 Tel: 49-711-2-10-08-0 Afterhours: 49-69-7535-3700 Fax: 49-711-21008-20 Consulate General/U.S. Department of Commerce (Leipzig) Wilhelm-Seyfferth Strasse 4, 04107 Leipzig, or PSC 120, Box 1000, APO AE 09265 Tel: 49-341-213-840 Fax: 49-341-213-8417
Major German Organizations in the U.S.	German-American Chamber of Commerce (San Francisco) 465 California Street, San Francisco, CA 94104 Tel: 415-392-2262 Fax: 415-392-1314

GERMANY



ITALY

ALASKA'S TOP FIVE EXPORTS TO ITALY (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO ITALY (U.S. Dollars)

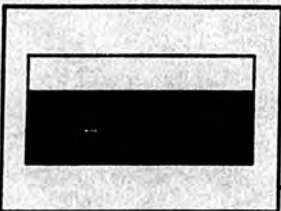
Description	1995	1994	1993	1992
Transportation Equipment	29,079,843	0	0	2,755
Metal Mining	1,943,900	0	4,407,810	24,680,988
Fish Products	661,364	1,868,231	156,874	438,623
Non-Electric Machinery	164,103	450,134	11,445	22,539
Chemicals & Allied Products	142,623	118,286	25,000	18,720
Lumber	41,659	6,110	0	23,848
Apparel	31,661	0	0	0
Fabricated Metal Products	11,490	129,975	0	5,600
Food & Kindred Products	0	0	72,383	291,066
Pulp	0	259,568	0	0
Stone/Clay/Glass	0	20,520	0	0
Instruments Medical Cont.	0	0	4,839	0
Misc. Manufactured Goods	0	0	4,181	206,834
Electronic/Electric Products	0	41,058	0	3,460
Rubber	0	0	52,761	0
Waste and Scraps	0	96,770	0	0
Total Exports		31,882,736	11,003,581	37,436,298

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

8th
LARGEST
EXPORT MARKET

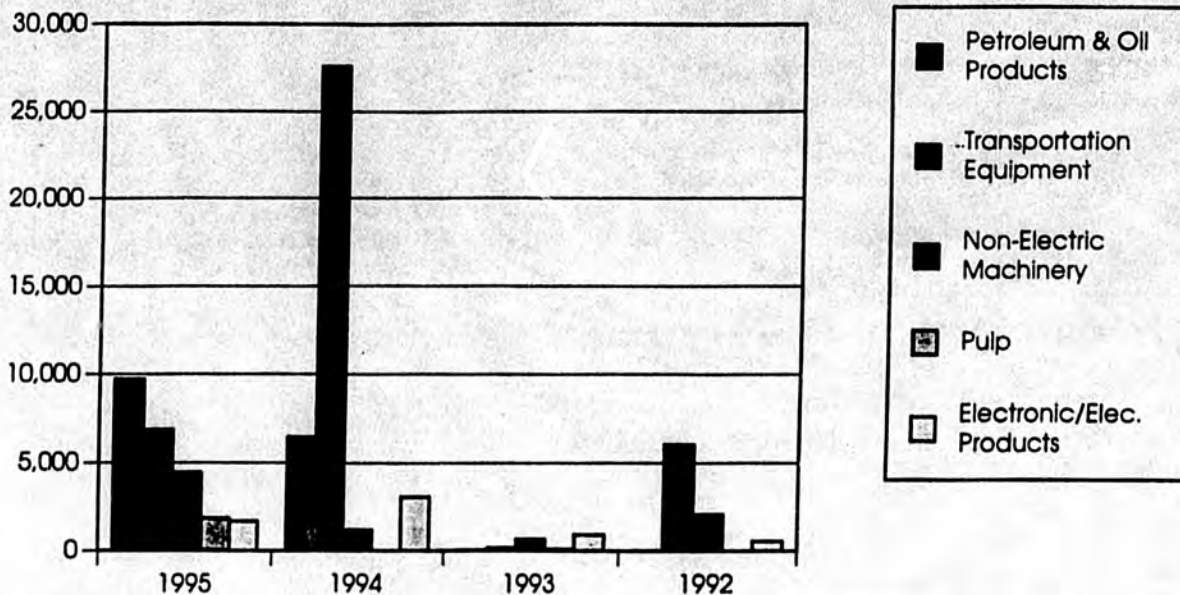
Alaska Total Exports to Country	32 million
Alaska Top Five Exports to Country	Transportation Equipment (29M), Metal Mining (2M) Fish Products (0.7 M) Non-Electric Machinery (0.2 M), Chemicals & Allied Products (0.1M)
Capital	Rome
Other Major Cities	Milan, Naples, Turin, Palermo, Genoa, Bologna, Florence, Ban Catania
Population	58.1 million (1994)
Land Size	300 thousand sq. kilometers
Languages	Italian. German, French, and Slovene are also spoken.
Time Difference	Add 11 hours to Alaska time
Visa	U.S. citizens traveling as tourists, in possession of a valid U.S. passport, do not need a visa to enter Italy for a stay not exceeding 90 days. For any other reason or for a tourist stay longer than three days, a visa is necessary. All persons or entities engaging in business in Italy in any capacity must be registered with the local Chamber of Commerce, Industry and Agriculture.
Climate	Varies from temperate in the north to tropical in parts of the south. Predominantly Mediterranean.
Currency	Lira. US\$1=1555.00 Lira (May 16, 1996)
Italian Representatives in the U.S.	Embassy of Italy (Washington, DC) 1601 Fuller St., NW, Washington, DC 20016 Tel: (202) 328-5500 Fax (Embassy): 328-5538 Fax (Commercial Office): (202) 483-2187 Consulate General of Italy (Los Angeles, CA) 12400 Wilshire Blvd., Suite 300, Los Angeles, CA 90025 Tel: (310) 320-0662 Fax: (310) 320-0727 Italian Trade Commissioner 1801 Avenue of the Stars, Suite 700, Los Angeles, CA 90067 Tel: (213) 879-0950 Fax: (310) 203-8335
U.S. Representatives in Italy	U.S. Department of Commerce (Rome) Via Veneto 119/A, 00187 - Rome, or PSC 59, Box 100, APO AE 09624 Tel: (39) (6) 46741 Telex: 622322 AMBRMA Fax: 488-2672 U.S. Department of Commerce (Naples) Piazza della Repubblica, 80122 Naples, or Box 18, PSC 810, FPO AE 09619-0002 Tel: (39) (81) 583-8111 Fax: (39) (81) 761-1869 U.S. Department of Commerce (Milan) Via Principe Amedeo, 2, 20121, Milano, or PSC 59, Box 60 (M), APO AE 09624 Tel: (011) (39) (2) 29001165 Fax: (011) (39) (2) 659-6561
Major Italian Organizations in the U.S.	Italian Chamber of Commerce of Chicago 30 S. Michigan Ave., Suite 502, Chicago, IL 60603 (312) 553-9137 Fax: (312) 553-9142 Italy-America Chamber of Commerce, Inc. 730 Fifth Ave., 3600, New York, NY 10019 Tel: (212) 459-0044 Fax: (212) 459-0090
Major U.S. Organizations in Italy	The American Chamber of Commerce Via Cantu 1, 20123, Milano Tel: (39) (2) 869-0661 Fax: (39) (2) 805-7737 Telex: 352128 AMCHAM I Export Development Office, c/o United States International Marketing Center Piazzale Giulio Cesare, 20145, Milano Tel: (39) (2) 998-2241 Telex: 330208 USIMC I U.S. Information Service Via Bigli 11/A, 20121, Milano Tel: (39) (2) 795-051 through 795-055 USIS Fax: (39) (2) 781-736

ITALY



RUSSIA

ALASKA'S TOP FIVE EXPORTS TO RUSSIA (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO RUSSIA (U.S. Dollars)

Description	1995	1994	1993	1992
Petroleum & Oil Products	9,732,355	6,459,683	35,942	18,000
Transportation Equipment	6,895,666	27,589,343	177,176	6,040,180
Non-Electric Machinery	4,454,390	1,196,506	656,035	2,070,519
Pulp	1,853,970	9,848	103,983	8,150
Electronic/Elec. Products	1,696,151	3,080,088	918,552	555,772
Instruments Medical Cont.	908,151	702,893	485,408	342,913
Food & Kindred Products	572,651	4,315,240	2,579,996	31,445
Fabricated Metal Products	401,391	369,067	108,916	161,005
Rubber	361,786	72,751	29,495	78,465
Fish Products	336,645	10,672	0	284,456
Misc. Mfg. Products	202,279	53,729	19,799	0
Textiles	201,454	29,740	14,870	80,525
Used/Rebuilt Merchandise	135,000	0	0	252,590
Misc. Manufactured Goods	96,322	1,125,487	25,591	26,713
Primary Metal Products	78,470	51,411	39,867	25,261
Apparel	72,765	284,378	365,443	0
Chemicals & Allied Products	66,968	104,903	220,363	13,020
Agriculture Products	60,603	325,260	7,801	20,201
Printing	56,600	14,030	0	16,746
Furniture	50,166	53,776	0	0
Stone/Clay/Glass	46,566	36,870	0	20,800
Livestock	10,735	22,229	0	3,294
Lumber	48,865	22,000	18,489	0
Leather	28,728	2,790	25,870	38,024
Tobacco	16,021	0	0	0
Misc. Commodities, NSPF	0	42,143	0	43,613
Non-Metallic Minerals	0	4,160	0	0
Waste & Scraps	0	3,402	0	0
Total Exports	28,384,998	45,982,399	5,833,596	10,131,692

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

9th
LARGEST
EXPORT MARKET

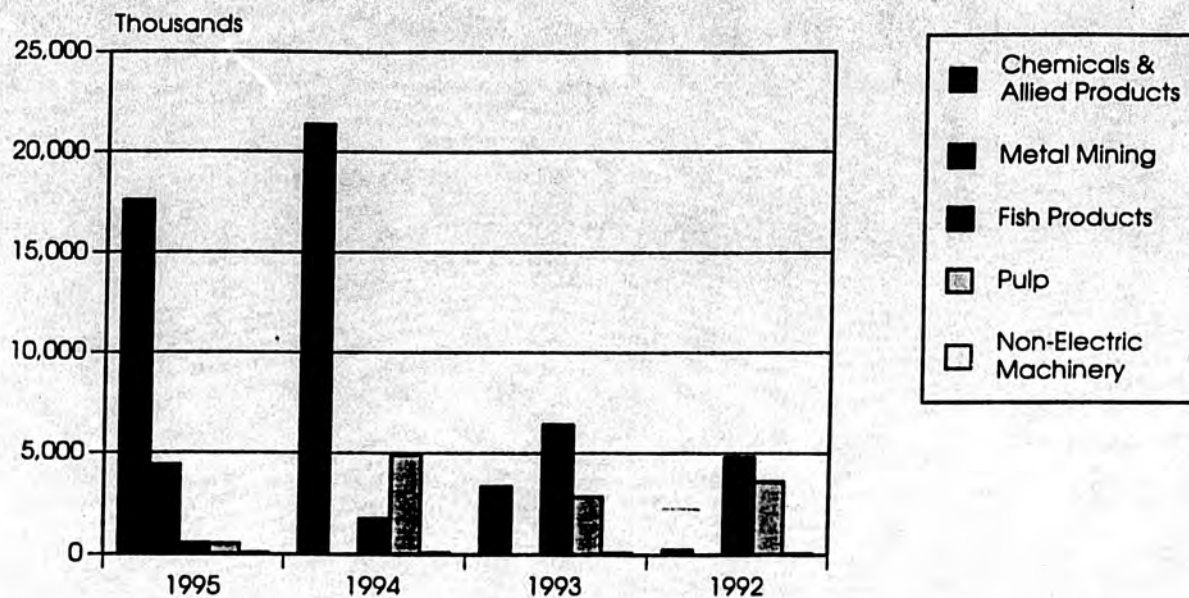
Alaska Total Exports to Country	28 million
Alaska Top Five Exports to Country	Petroleum & Oil Products (10M), Transportation Equipment (7M), Non-Electric Machinery (4M), Paper (2M), Electronic/Elec. Products (2M)
Capital	Moscow
Population	149 million (1994)
Land Size	More than 22.4 million sq. kilometers (the largest country in the world)
Languages	Russian. English, German, French, and Spanish are used in business
Time Difference	Add 21 hours to Alaska time for Anadyr, Petropavlovsk-Kamchatski, and Provodeniya. Add 12 hours to Alaska time for Moscow
Visa	A valid US passport is required. Visas are available through the Russian Embassy in Washington, DC (see address below). Call 202-647-5225 for current travel information
Climate	It varies as much as that in the U.S. Public buildings, hotels and homes are well heated. Warm clothes, boots, and hats are needed in winter. In Moscow, the temperature is around 90°F from June to August
Currency	Ruble. US\$1= 4984.00 Ruble (May 16, 1996)
U.S. Banks in Country	Chase Manhattan Bank, Bank of America National Trust & Savings Association
Russian Representatives in the U.S.	Embassy of Russia (Washington, DC) 2650 Wisconsin Avenue, N.W., Washington, DC 20007 Tel: 202-298-5701 Fax: 202-298-5735 Consulate General (Seattle, WA) 2323 Westin Building, 2001 Sixth Avenue, Seattle, WA 98121 Tel: 206-728-1910 Fax: 206-728-1871
U.S. Representatives in Russia	U.S. Embassy (Moscow) APO AE 09721 In country mail: Novinskiy Bul'var 1923 Tel: 7-095-252-2451 Fax: 7-095-956-4261 U.S. Consulate General (Vladivostok) 32 Pushkin Street, Vladivostok, Russia, 690000 Tel: 7-4232-268-458 Fax: 7-4232-300-072
Major Russian Organizations in the U.S.	Russian Trade and Cultural Center One World Trade Center, 35/F, West, New York, NY 10048 Tel: 212-432-2989 Fax: 212-432-2814 Embassy of the Russian Federation, The Information Department 1706 18th Street, NW, Washington, DC 20009 Tel: (202) 232-6020 Fax: (202) 328-0137 The Trade Representative of the Russian Federation in the United States 2001 Connecticut Avenue, N.W., Washington, DC 20008 Tel: 202-232-5988 Fax: 202-232-2917
Major Business Organizations in Russia	Russian Chamber of Commerce and Industry Ulitsa Ina 6, Moscow K-5 103684 Tel: 7-095-921-6315 Fax: 230-24-55 The American Chamber of Commerce in Russia (Moscow) Kosmodamianskaya Nab. 52, Building 1, 8th Floor, Moscow Tel: 7 (095) 961-2141 Fax: 7 (095) 961-2142

RUSSIA



THAILAND

ALASKA'S TOP FIVE EXPORTS TO THAILAND (1992-1995) U.S. Dollars



EXPORTS FROM ALASKA TO THAILAND (U.S. Dollars)

Description	1995	1994	1993	1992
Chemicals & Allied Prod.	17,569,913	21,370,747	3,351,505	246,225
Metal Mining	4,420,392	0	0	0
Fish Products	563,873	1,764,677	6,440,966	4,821,779
Pulp	530,382	4,902,601	2,848,141	3,606,948
Non-Electric Machinery	80,000	95,217	88,775	62,905
Agriculture Products	13,724	0	0	0
Misc. Commodities, NSPF	6,000	0	0	0
Fabricated Metal Products	3,202	0	21,630	0
Electronic/Electric Products	0	378,195	0	37,128
Food & Kindred Products	0	330,989	185,895	125,190
Transportation Equipment	0	71,750	758,223	0
Textiles	0	14,007	0	0
Misc. Mfg. Products	0	7,160	11,410	0
Instruments Medical Cont.	0	3,220	3,876	33,481
Misc. Manufactured Goods	0	0	4,440	0
Total Exports		28,938,563	13,714,861	11,138,948

Source: U.S. Department of Commerce, State Export "Origin" Data Base.

10th
LARGEST
EXPORT MARKET

**Alaska Total Exports
to Country**

23 million

**Alaska Top Five
Exports to Country**

Chemicals & Allied Products (18M), Metal Mining (4M),
Fish Products (0.6M), Paper (0.5M),
Non-Electric Machinery (0.08M)

Capital

Bangkok

Other Major Cities

Chiang Mai, Hat Yai, Nakon Ratchasima

Population

58.7 million (1994)

Land Size

198,455 sq. miles (about the size of Texas)

Languages

Central Thai and regional dialects. English is the secondary language of
the elite

Time Difference

Add 16 hours to Alaska time

Visa

Not required for stays of less than 15 days. A valid US passport and
onward/return tickets are required

Climate

Mostly tropical. Cooler temperatures prevail between November and
February, but the rest of the year is fairly hot. Rain fall mostly from June to
October.

Currency

Baht. US\$1=25.23 Baht (May 16, 1996)

**Thai
Representatives
in the U.S.**

Royal Embassy of Thailand, Chancery
1024 Wisconsin Avenue N.W., Suite 101, Washington, DC 20007
Tel: 202-944-3600 Fax: 202-944-3611
Royal Thai Consulate General (Los Angeles)
801 North La Brea Avenue, Los Angeles, CA 99038
Tel: (213) 937-1894 Fax: (213) 937-5987

**U.S. Representatives
in Thailand**

U.S. Embassy in Thailand
120/22 Wireless Road, Bangkok, Thailand
Tel: 66-2-205-4000 Fax: 66-2-254-2990
U.S. Consulate General (Chiang Mai)
Vidhyanond Road Box C, APO AP 96546
Tel: 66-53-252-629 Fax: 66-53-252-633

**Major Thai
Organizations in
the U.S.**

Thai Trade Center
3660 Wilshire Blvd., Suite 230, Los Angeles, CA 90010
Tel: 213-380-5943 Fax: 213-380-6476

**Major U.S.
Organizations
in Thailand**

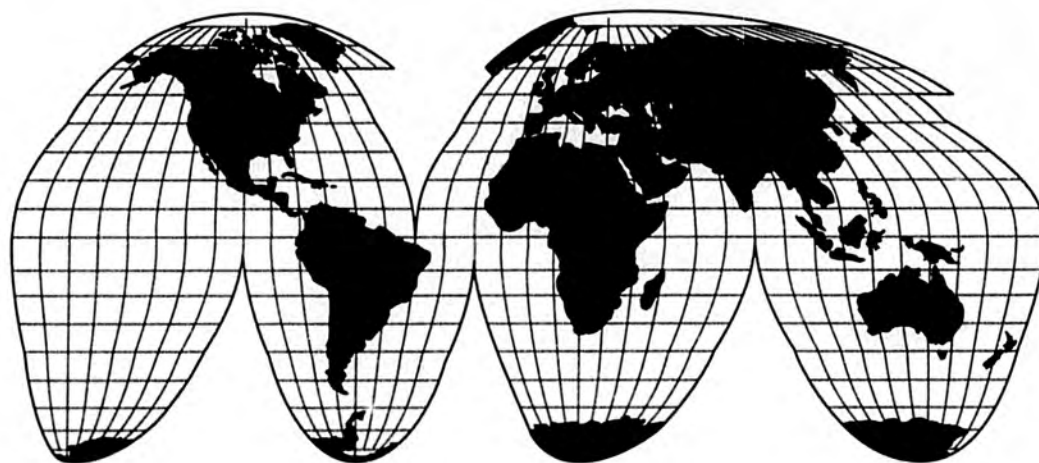
American Chamber of Commerce
7th Fl., Klan Gwan Bldg., 140 Wireless Road, Bangkok 10500, Thailand
Tel: 66-2-251-92667 Fax: 662-253-7388

THAILAND

APPENDIX E

Alaska

Guide to Export Assistance



Prepared by the
Division of Trade and Development



1996

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INTRODUCTION

The *Alaska Guide to Export Assistance* is designed to assist your company in gaining ready access to the services and sources of export information within Alaska.

The *Guide* will help you determine the different steps you must take to sell your product and will guide you through the maze of organizations and their programs that can provide the proper assistance to your company at each step of your export business development. Remember—the process of exporting is an ongoing learning experience. The world market is ever changing and there is always something new to learn about exporting and your market.

The *Guide* is divided into two sections. Section One outlines the export process, detailing your company's process through the export transaction and where special assistance is available for your company along the way. Section Two briefly describes each assistance agency and the programs they provide to assist the Alaskan exporter.

The staff of the Alaska Division of Trade and Development and all agencies listed hope this *Guide* will become a valuable tool for those already involved in exporting and those about to embark in this exciting business arena.

State Private Resources Available for Alaska Exporters

LEGEND

ACIB	Alaska Center for International Business	EB	EXIM Bank
ADTD	Alaska Division of Trade and Development	ECA	Export Council of Alaska
AIDEA	Alaska Industrial Development and Export Authority	FF	Freight Forwarder
ARC	American Russian Center	INS	Insurance
ASCC	Alaska State Chamber of Commerce	OPIC	Overseas Private Investment Corporation
ATTY	Attorney	SBA	Small Business Administration
BANK	Banks	SBDC	Small Business Development Center
CSUSA	Commercial Service of the U.S.A.	TACC	Troika Alaska Commercial Center
		WTCAL	World Trade Center Alaska

Step One: Study the Export Process

	Study How to Export	Attend Seminar	Training	Trade Club	Meet Exporters
ACIB	✓	✓	✓		✓
ADTD		✓	✓		
AIDEA					
ARC		✓	✓		
ASCC					✓
ATTY					
BANK					
CSUSA	✓				
EB					
ECA		✓			✓
FF					
INS					
OPIC					
SBA					
SBDC		✓			
TACC			✓		✓
WTCAL		✓	✓	✓	✓

Step Two: Identify Market Location

	Meet Exporters	Export Statistics	Market Research
ACIB	✓	✓	✓
ADTD		✓	✓
AIDEA			
ARC			✓
ASCC	✓		
ATTY			
BANK			
CSUSA		✓	✓
EB			
ECA	✓		
FF			
INS			
OPIC			
SBA		✓	✓
SBDC			✓
TACC	✓		✓
WTCAL	✓		✓

Step Three: Establish Feasibility of Selling

	Establish Profitability	Standards Compliance	Export/Import Restrictions
ACIB			
ADTD		✓	✓
AIDEA			
ARC			✓
ASCC			
ATTY			
BANK			
CSUSA	✓	✓	✓
EB			
ECA			
FF			✓
INS			
OPIC			
SBA			
SBDC	✓		
TACC			
WTCAL			

Step Four: Identify a Specific Buyer

	Trade Leads	Finding Local Reps	Trade Shows & Missions	Trade Catalogs
ACIB				✓
ADTD	✓	✓	✓	
AIDEA				
ARC				
ASCC				
ATTY				
BANK				
CSUSA	✓	✓	✓	✓
EB			✓	
ECA				
FF				
INS				
OPIC				
SBA				
SBDC				
TACC	✓	✓	✓	
WTCAK	✓		✓	

Step Five: Make a Sale

	Payment Terms	Sales Calls	Export Insurance	Pre-export Financing	Current Exchange	Contract Law	Distributors
ACIB							
ADTD		✓					✓
AIDEA	✓			✓			
ARC							
ASCC							
ATTY						✓	
BANK	✓		✓	✓	✓		✓
CSUSA		✓					✓
EB	✓		✓	✓			
ECA							
FF							
INS							
OPIC							
SBA				✓		✓	
SBDC							
TACC							✓
WTCAK							

Six: Ship the Product

	Proper Packaging	Export Documentation	Method of Shipping	Arrange Transportation	Insure Merchandise
ACIB					
ADTD					
AIDEA					
ARC					
ASCC					
ATTY					
BANK		✓			
CSUSA					
EB					
ECA					
FF	✓	✓	✓	✓	✓
INS					✓
OPIC					
SBA					
SBDC					
TACC					
WTCAK					

Seven: Receive Payment

	Foreign Depositories	Export Terms of Cond. of Sale	Gov't Guarantee of Payment
ACIB			
ADTD			
AIDEA			✓
ARC			
ASCC			
ATTY		✓	
BANK	✓	✓	✓
CSUSA			
EB			✓
ECA			
FF			
INS			
OPIC			
SBA			
SBDC			
TACC			
WTCAK			

Section One

The Export Process



? Is there a private alternative.

Step One

STUDY THE EXPORT PROCESS

For Alaska business considering entering the foreign marketplace, it can be difficult to know where to begin. Your local library is always a good place to start. Yet, in both the private and public sectors, there are organizations and publications that can help you get started and familiarize you with the steps involved in the export process.

Action to Take

- Study "How to Export" publications
- Attend an export seminar/workshop
- Get some export and business training and information
- Join a trade club
- Talk with successful exporters

Who Can Help

- Alaska Center for International Business
Commercial Service U.S.A.
Small Business Administration
- Alaska Center for International Business
American Russian Center
Alaska Division of Trade and Development
Export Council of Alaska
Small Business Development Center
World Trade Center Alaska
- Alaska Center for International Business
American Russian Center
Alaska Division of Trade and Development
Small Business Development Center
Troika Alaska Commercial Center
World Trade Center Alaska
- World Trade Center Alaska
- Alaska Center for International Business
Chambers of Commerce
Export Council of Alaska
Troika Alaska Commercial Center
World Trade Center Alaska

Step Two

IDENTIFY MARKET LOCATION

Once you have made the decision that you are ready to export, your next step is to search out potential markets. You must consider language and cultural differences, local competition, economic conditions and other factors; all will have an impact on the success of your export operation. When choosing your market, you must take into account the size of your firm, your capacity to export, the nature of your product or service, previous export experience and expertise, and business conditions in the selected overseas market.

Action to Take

- Talk with successful exporters
- Find export statistics matching products to foreign markets
- Examine the market that your research has pinpointed
- Consider hiring the services of a company specializing in overseas market research and exporting

Who Can Help

- Alaska Center for International Business
Chambers of Commerce
Export Council of Alaska
Troika Alaska Commercial Center
World Trade Center Alaska
- Alaska Center for International Business
Alaska Division of Trade and Development
Commercial Service U.S.A.
Small Business Administration
- Alaska Center for International Business
Alaska Division of Trade and Development
(Japan, Korea, Taiwan, Russia)
American Russian Center
Commercial Service U.S.A.
Small Business Administration
Small Business Development Center
Troika Alaska Commercial Center
World Trade Center Alaska
- Export Trading Company/Consultant

Step Three

ESTABLISH THE FEASIBILITY OF SELLING

Once you have narrowed down your potential markets to one or two, you should examine the pertinent facts of each market carefully, assess your competition, consider your cost of exporting and determine if you can be price and quality competitive in the international marketplace.

Action To Take

- Establish profitability
- Establish compliance with local standards (metric, voltage, etc.)
- Consider export restrictions or import restrictions

Who Can Help

- Commercial Service U.S.A.
Small Business Administration
Small Business Development Center
- Alaska Division of Trade and Development
Commercial Service U.S.A.
- Alaska Division of Trade and Development
American Russian Center
Commercial Service U.S.A.
Freight Forwarder

Step Four

IDENTIFY A SPECIFIC BUYER

You have targeted specific markets for your product. Now you must search out the purchaser.

Action to Take

- Investigate trade leads
- Select local representatives in market
- Attend a trade show/trade mission
- Advertise in trade catalog

Who Can Help

- Alaska Division of Trade and Development
Commercial Service U.S.A.
Export Trading Company/Consultant
Troika Alaska Commercial Center
World Trade Center Alaska
- Alaska Division of Trade and Development
Commercial Service U.S.A.
Troika Alaska Commercial Center
- Alaska Division of Trade and Development
Chambers of Commerce
Commercial Service U.S.A.
EXIM Bank
Small Business Administration
Troika Alaska Commercial Center
World Trade Center Alaska
- Alaska Center for International Business
Commercial Service U.S.A.

Step Five

MAKE A SALE

At this point, you are entering some of the more technical and mechanical aspects of the export process. You should consider the terms of payment you will offer the customer. You should explore the possibilities of obtaining export financing and insurance that will enable you to offer attractive terms to your customer.

Action to Take

- Provide attractive payment terms to the customer
- Make visits to customers
- Inquire about export insurance programs which protect you against commercial defaults
- Obtain pre-export financing to produce the product
- Determine in what currency the sale will be made
- Determine laws governing the contract
- Consider selecting foreign representatives/distributors

Who Can Help

- Bank/Alaska Industrial Development and Export Authority
Bank/EXIM Bank
- Alaska Division of Trade and Development
Commercial Service U.S.A.
- Bank
Bank/EXIM Bank
- Bank/Alaska Industrial Development and Export Authority
Banks
Bank/EXIM Bank
Bank/Small Business Administration
- Bank
- Attorney
Small Business Administration
- Alaska Division of Trade and Development
Bank
Commercial Service U.S.A.
Troika Alaska Commercial Center

Step Six

SHIP THE PRODUCT

When your customer places the first order, it is important that you act promptly. If this is your first time to ship overseas, it is probably to your advantage to hire the services of a freight forwarder. There are many technical aspects to consider: the mode of transportation, export documentation, export licensing and regulations, insurance and so on.

Action to Take

- Arrange for proper packing of the product
- Fill out export documents
- Select the best method of shipping
- Arrange for transport from seller to buyer
- Insure merchandise

Who Can Help

- Container Company
Freight Forwarder
- Bank
Freight Forwarder
- Freight Forwarder
- Export Trading Company/Consultant
Freight Forwarder
Transport Companies (air, sea, surface)
- Freight Forwarder
Insurance Company

Step Seven

RECEIVE PAYMENT

The terms of the payment are established at the point of sale. At this point, you are concerned with insuring that the payment terms are met.

Action to Take

- Use foreign depositories
- Adhere to the export terms and conditions of sale
- Obtain government-guaranteed financing

Who Can Help

- Bank
- Attorney
Bank
- Bank/Alaska Industrial Development and Export Authority
Bank/EXIM Bank
Small Business Administration

Section Two

Resources Available to the Exporter



ALASKA CENTER FOR INTERNATIONAL BUSINESS (ACIB)

University of Alaska Anchorage
3211 Providence Drive, Suite 203
Business Education Building
Anchorage, Alaska 99508
Tel: (907) 786-4300
Fax: (907) 786-4319
Web: <http://www.scob.alaska.edu>
(under research and professional centers)
e-mail: autrade@uaa.alaska.edu

Program Mission:

The mission of the Alaska Center for International Business (ACIB) is to conduct research, provide information and offer services to the public that will increase exports and assist Alaska businesses become more competitive in the global economy.

Services Offered:

- ACIB conducts applied economic and business research on Alaska's international trade flows and international markets. This research emphasizes Alaska's resource exports and its international markets but does include information on services and consumer goods. In addition to regular analysis of Alaska's export industries, contract research is conducted for government agencies, nonprofit associations, and individual firms.
- ACIB built and maintains a trade database on all U.S. exports/imports and select country markets. The information system contains trade flow data from the U.S. Census, International Monetary Fund, FAO, Eurostat, and Japan Tariff Association. Together with industry and government contacts, ACIB provides information on conditions and trends for select markets, trade barriers, competitive position of suppliers, in-country contacts, and general market intelligence and analysis.
- ACIB maintains a library of international business periodicals, business directories and market reports. In addition, ACIB publishes *Alaska Export Profile*, *Pacific Rim Fisheries Update*, *Russian Far East News*, *Directory of Russian Far East Fishing Companies*, other publications on the Russian Far East fishing industry, and market studies.
- ACIB sponsors workshop through the World Trade Center Alaska, ranging from introductory information about exporting products and services to more advanced topics on trade financing and international fisheries policy.

Comments:

ACIB is located in the Business Education Building at the University of Alaska Anchorage.

ALASKA DIVISION OF TRADE AND DEVELOPMENT (DTD)

Anchorage:

Frontier Building
3601 C Street, Suite 700
Anchorage, AK 99503-5986
Tel: (907) 269-8110
Fax: (907) 269-8125
Web: <http://www.state.ak.us/>

Juneau:

State Office Building, 9th Floor
PO Box 110804
Juneau, AK 99811-0804
Tel: (907) 465-2017
Fax: (907) 465-3767

Fairbanks:

7501 Old Richardson Hwy.
Suite 205
Fairbanks, AK 99701
Tel: (907) 452-7464
Fax: (907) 456-8173

Program Mission:

The mission of the Division of Trade and Development (DTD) is to encourage investment and sound economic development throughout Alaska. DTD works closely with the private sector to achieve the following goals:

- Increase and enhance demand for Alaska's products and services, both domestically and internationally.
- Ensure a supportive business climate in Alaska.
- Promote economic growth statewide to increase private sector employment and economic opportunity for Alaskans.

Services Offered:

- Information — In the international arena, DTD offices collect and share the latest information on market trends and government policies that may affect Alaska exports. These reports are in the process of becoming available on our Home Page on the World Wide Web at <http://www.state.ak.us/>. Additional market information and contacts may be found in DTD's international trade library located in the Anchorage office. The library is open to the public during regular business hours.
- Trade mission assistance and product showcasing — DTD leads business missions to targeted countries, and promotes Alaska products in carefully selected trade and catalog shows. DTD trade specialists can find the best arena for potential exporters to give their product the widest exposure to international buyers, and for export-ready companies traveling overseas the Division can help arrange individual meetings.
- Overseas representation — DTD has overseas offices located in Tokyo, Japan and Seoul, Korea, and a representative on contract in Taipei, Taiwan. The Division also participates in the operation of two federally funded offices located in Khabarovsk and Yuzhno-Sakhalinsk, Russia. These overseas representatives locate up-to-date contacts and targeted information on their particular markets. DTD can also act as the Alaska business person's liaison and advocate with foreign and domestic governments, finding information on policies and procedures and working toward resolution of trade and development barriers.
- Promotion of resource development — Development specialists for the seafood, mining and timber industries work to promote Alaska as a desirable location for resource investment. The Division provides assistance in test marketing of resource products.
- Promotion of Alaska products — DTD supports the development and sale of Alaska products and services through the Alaska Product Preference, Made in Alaska, and Silver Hand (Alaska Native handicraft) programs.

ALASKA INDUSTRIAL DEVELOPMENT AND EXPORT AUTHORITY (AIDEA)

**480 West Tudor Road
Anchorage, AK 99503
Tel: (907) 561-8050
Fax: (907) 561-8998**

Program Mission:

The mission of AIDEA is to promote the general welfare of all the people of the state by increasing job opportunities and by encouraging the economic growth of the state through the establishment and expansion of manufacturing, industrial, export, small business and other business enterprises. AIDEA accomplishes its mission by providing financing assistance programs and using its ability to own and operate basic sector infrastructure projects.

Export Program:

AIDEA guarantees loans secured from a financial institution to provide working capital for an eligible export transaction up to \$1 million.

An Alaska business requiring pre- or post-export shipment working capital applies to a financial institution (bank) for a loan. The bank applies to AIDEA for a guarantee on the loan. Up to 90 percent of the transaction plus interest, up to \$1 million; for 180 and 270 days, with extensions allowed.

A \$100 application fee, 1 percent fee on guaranteed amount of loan, .25 percent guarantee fee for export insurance, and a .25 percent guarantee fee for extensions are charged.

Comments:

No funding is available directly from AIDEA. Loan applicants must first meet criteria required by their commercial lending institution, and that institution may apply to AIDEA for financing assistance.

AIDEA also represents the U.S. Export-Import Bank through the City/State Program, providing Alaska exporters with local access to EXIM Bank programs.

ALASKA STATE CHAMBER OF COMMERCE

Headquarters:

**217 Second Street, Suite 201
Juneau, AK 99801
Tel: (907) 586-2323
Fax: (907) 463-5515**

Anchorage:

**P.O. Box 91896
Anchorage, AK 99503
Tel: (907) 278-2722
Fax: (907) 278-6643**

Program Mission:

The mission of the Alaska State Chamber of Commerce is to create a climate conducive to a strong private sector economy by providing statewide leadership on issues affecting business and by promoting Alaska business. All local chambers of commerce are members of the Alaska State Chamber of Commerce.

Services Offered:

Alaska State Chamber of Commerce and local chambers of commerce offer many services and opportunities to their members in the business community. From time to time, many chambers of commerce offer programs for exporters and potential exporters, and can serve as excellent sources of information and contacts for export-related activities in your area.

To contact your local chamber of commerce, consult your local yellow pages or the Alaska State Chamber of Commerce.

THE AMERICAN RUSSIAN CENTER (ARC)

University of Alaska Anchorage
3211 Providence Drive, Suite 203
Business Education Building
Anchorage, Alaska 99508
Tel: (907) 786-4300
Fax: (907) 786-4319
Web: <http://www.scob.alaska.edu>
(under research and professional centers)
e-mail: autrade@uaa.alaska.edu

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only *US AID*
US IFB

Program Mission:

The American Russian Center promotes the development of Russian small business activities in selected regions of the Russian Far East (RFE) and facilitates the transition of the region to a market economy. A key component of ARC's mission is to improve systems for collection, analysis and dissemination of business information concerning business activity and conditions in the RFE and the promotion of business linkages between U.S. and Russian companies.

Services Offered:

- ARC has centers in Khabarovsk, Sakhalin, Yakutsk, and Magadan which offer business training programs. These centers have a limited capability to support U.S. business people on site on a cost-reimbursement basis. Support includes assistance in finding contacts, arranging for translators, transportation, and communications (fax and telephone).
- ARC provides a small RFE business library which is available to business people during normal working hours. The library contains city information on Vladivostok, Khabarovsk, Yuzhno-Sakhalinsk, Yakutsk, Nakhodka, Magadan, and Komsomolsk. The library holdings also include over 24 English-language business journals and publications related to business in Russia and the RFE. They include *Russian Far East News*, *Russian Far East Update*, *Foreign Broadcast Information Service NIS Bulletins*, *East West Executive Guide*, *Commerzant*, the *Business Directory of the NIS*, *Interfax Bulletins*, and many other business journals, newspapers, and directories.
- ARC can also provide specific business information to U.S. and Russian businesses upon request.
- ARC also can develop and conduct specialized business training programs for Russian employees of U.S. and Russian companies in a variety of areas.

Comments:

ARC is located in the Business Education Building at the University of Alaska Anchorage along with the Alaska Center for International Business (ACIB). It is operated by the University of Alaska Anchorage.

ATTORNEY

An export may require the expertise of law firms specializing in international legal services. Attorneys familiar with the laws governing your transaction and with other affairs relating to international business assist you in a number of ways.

An attorney can advise and assist you in the following areas:

- General corporate and business structuring
- International banking
- International licensing agreements
- Patent and trade registration
- Contract negotiations
- Introduction to foreign contacts
- Immigration regulations
- International taxes
- Reporting requirements when involved in foreign boycotts
- International labor relations

For a list of international attorneys in your area, consult your local yellow pages.

BANK

Banks that maintain international departments offer a variety of services to the exporter. The financial side of an export sale may first seem difficult; therefore, it is important that you consider the services of your international banker. The international division of your bank can offer you some or all of the following services:

- Credit information on your potential customer or agent
- Advice on the proper method of payment, and assistance in ensuring collections and payment
- Arranging for EXIM Bank guaranteed loans where appropriate. These services will offer protection for exporters against nonpayment of your export invoices
- Buying and selling foreign exchange and currency funds transfer
- If you should travel abroad, providing you with letters of introduction, foreign currency and information on the country you will be visiting
- Arranging commercial letters of credit
- Arranging performance or bid bond letters of credit and
- Financing of exports

For a list of banks in your area, consult your local yellow pages.

COMMERCIAL SERVICE U.S.A. (CSUSA)

Alaska Export Assistance Center

421 West First Avenue, Suite 300

Anchorage, AK 99501-1635

Tel: (907) 271-6237

Fax: (907) 271-6242

e-mail: cbecker@usdoc.gov or abcb@alaska.net

Web: <http://pacificcoasthwy.com/westregion/anchorage/>

Program Mission:

For companies ready to export or prepared to tap new markets abroad, the Commercial Service U.S.A. (CSUSA), a unit of the International Trade Administration of the U.S. Department of Commerce, operates a network of 70 domestic and 135 foreign offices that provide complete and comprehensive export marketing services. Backed up by country desk officers and industry specialists in Washington, D.C., the CSUSA is a key player in Alaska's export development team.

Services Offered:

Publications

- *A Basic Guide to Exporting*
- *Business America*
- *Commercial News USA*
- *U.S. & Multilateral Development Financing Institutions: A Guide for Exporters and Investors*

Overseas Activities

- **Trade Fairs and Exhibition** — About 80 international worldwide events are selected annually for recruitment. Exhibitors receive pre- and post-event logistical and transportation support, design and management of the USA Pavilion, and extensive overseas market promotional campaigns to attract appropriate business audiences.
- **Trade Missions** — Focusing on one industry or service sector, trade missions provide participants with detailed marketing information, advance planning and publicity, logistical support, and prearranged appointments with potential buyers, governmental officials and others. Cost: varies \$2,000 to \$5,000.
- **Matchmaker Trade Delegations** — These missions are designed to introduce new-to-export or new-to-market businesses to prospective representatives and distributors overseas. This is followed by an intensive trip filled with meetings with prospective clients and in-depth briefings on the economic and business climate of the countries visited. Trade specialists from the U.S. Department of Commerce evaluate the potential of a firm's product in the target markets, find and screen contacts, and handle logistics.
- **Catalog Exhibitions** — Whether the company is looking for sales or representation overseas, the catalog exhibitions provide a low-cost, low-risk vehicle to generate leads. Using the resources of U.S. embassies worldwide, product catalogs and videos are shown by Commerce commercial officers to potential agents, distributors or buyers in selected world markets.

Market Information and Trade Leads

- **International Market Research** — Industry Sector Analyses, International Market Insights and Country Commercial Guides are available on the National Trade Data Bank (NTDB). Also included in the NTDB is valuable, unclassified commercial information from eighteen agencies of the federal government and the multilateral development banks.
- **Agent/Distributor Service** — This customized search helps companies to find agents, distributors, representatives and joint venture partners in targeted markets. Cost: \$250.
- **Customized Market Analysis** — This custom-tailored research service provides firms with specific information on marketing and foreign representation for their individual products in selected countries. Cost: \$500-\$4,000/country.
- **International Company Profiles** — This service checks the reputation, reliability, and financial status of a prospective trading partner. Commercial officers at the U.S. Embassy will also provide a recommendation as to the suitability of the company as a trading partner. Cost: \$100.
- **Gold Key Service** — Offered by many CSUSA overseas posts, this is a custom-tailored service for U.S. firms planning to visit a country. It combines market research, assistance in developing a sound market strategy, orientation briefings, introductions to potential partners, interpreter for meetings, and effective follow-up planning. Cost: varies.
- **Trade Opportunities Program (TOP)** — TOP provides companies with current sales leads from international firms seeking to buy or represent their products or services. TOP leads are printed daily in leading commercial newspapers and are accessible through the Electronic Bulletin Board of the Commerce Department and the CSUSA District Office in Anchorage.
- **Export Contact List Service** — This database retrieval service provides U.S. exporters with names, addresses, products, sizes, and other relevant information on foreign firms interested in importing U.S. goods and services.
- **Office of International Major Projects (OIMP)** — OIMP (1) coordinates government assistance and helps U.S. firms to compete for major infrastructure and industrial projects overseas; (2) identifies upcoming projects and develops specific information about them; (3) monitors developments in specific industrial sectors; (4) provides one-on-one business counseling; and (5) offers guidance on appropriate market business contacts, contract bidding procedures, and strategies.

EXPORT COUNCIL OF ALASKA (ECA)

421 West First Avenue, Suite 300

Anchorage, AK 99501-1635

Tel: (907) 271-6237

Fax: (907) 271-6242

e-mail: cchecker@usdoc.gov

Web: ref: <http://pacificcoasthwy.com/westregion/anchorage/>

Program Mission:

The mission of the Export Council of Alaska (ECA) is to foster and support the export of goods and services from Alaska to markets abroad, to serve as advisors to the U.S. Department of Commerce on issues associated with international trade, and to support the mission of the US Commercial Service in Alaska.

Services Offered:

The Council accomplishes its mission through:

- Business counseling
- Scholarships for students specializing in international trade
- Programs that create greater awareness of export opportunities
- Cosponsorship of seminars and conferences on exporting
- Building public/private export assistance partnerships
- Export policy and issues analysis and development
- Hosting Governor's Annual Exporter of the Year event

Comments:

Incorporated in Alaska as a nonprofit organization, members of the Council are appointed by the Secretary of the U.S. Department of Commerce and represent a cross-section of businesses, trade development organizations, academia and state and local governments in Alaska.

EXPORT-IMPORT BANK OF THE U.S. (EXIM BANK)

Headquarters:

**811 Vermont Ave., NW
Washington, DC 20571
Tel: (202) 565-3946
(800) 565-3946
Fax: (202) 565-3380**

Regional Office:

**1 World Trade Center, Suite 1670
Long Beach, CA 90831
Tel: (310) 980-4550
Fax: (310) 980-4561**

Program Mission:

To facilitate the export financing of U.S. goods and services. EXIM Bank provides loans, guarantees and insurance to supplement and encourage commercial financing.

Export Finance Programs:

- **Working Capital Guarantee Program** — The program helps small businesses obtain critical pre-export financing from commercial lenders. EXIM Bank will guarantee 90 percent of the principal and a limited amount of interest on loans or revolving lines of credit that are extended to eligible exporters. The funds may be used for such pre-export activities as buying raw materials or inventory and supporting performance bonds.
- **Guarantee Program** — The program provides repayment protection for private sector loans to credit worthy buyers of U.S. capital equipment and services exports. Coverage is available for loans of up to 85 percent of the U.S. export value, with repayment terms of one year or more. Most guarantees provide comprehensive coverage of both political and commercial risks, but political risk only coverage is also available. EXIM Bank's guarantee is available for fixed or floating rate export loans in dollars or convertible foreign currencies.
- **Loan Program** — The program provides competitive, fixed interest rate financing for U.S. export sales facing foreign competition backed by subsidized financing. EXIM Bank extends direct loans to foreign buyers of U.S. exports. The loan value is up to 85 percent of the U.S. export value. The interest rates are the official minimum matrix rates agreed on by members of the Organization for Economic Cooperation and Development (OECD) and depend on the repayment period and the classification of the buyer's country.
- **Lease Guarantees** — EXIM Bank offers lease guarantees and insurance for finance and operating leases to foreign entities covering U.S. manufactured goods.
- **Engineering Multiplier Program** — The program stimulates exports of U.S. architectural, industrial design and engineering services. EXIM Bank will extend loans or guarantees for up to 85 percent of the U.S. export value of services involving projects with the potential of generating U.S. export orders of \$10 million or double the original export contract, whichever is greater. It also will guarantee commercial financing for approved project-related costs in the host country of up to 15 percent of the U.S. export value.

- **Operational and Maintenance Contracts Programs** — The program helps U.S. firms competing for overseas contracts to operate and maintain new or established projects. EXIM Bank will provide loans or guarantees up to 85 percent of the U.S. export value of operations and maintenance transactions with repayment terms of up to five years. The contract must provide long-term benefit to the owner, such as training local personnel to take over operation or establishing permanent procedures to assure good operation of the project.

Export Credit Insurance:

EXIM Bank offers insurance that covers political and commercial risks on export receivables.

- The Small Business Policy is available to firms just beginning to export or with average annual export credit sales of less than \$3,000,000 during each of the past two years. The policy offers enhanced coverage and a lower premium than usually found in regular insurance policies.
- The Umbrella Policy is available to commercial lenders, state agencies, export trading companies and similar organizations to insure export receivables of their small and mid-sized clients.
- The Bank Letter of Credit Policy insures commercial banks against loss on irrevocable letters of credit issued by foreign banks for U.S. exporters.
- The Multi-Buyer Policy insures all or a reasonable spread of an exporter's short-term export credit sales.
- The Financial Institution Buyer Credit Policy insures individual short-term export credits extended by financial institutions to foreign buyers.
- The Short-Term Single-Buyer Policy and the Medium-Term Single-Buyer Policy allow exporters to insure their receivables against loss due to commercial and specified political risks on a selective basis.
- Lease Insurance Policies offer a lessor the opportunity to expand its overseas leasing program by providing comprehensive insurance for both the stream of lease payment and the fair market value of the leased products.

Additional Services:

- "Hotline" Service — This toll-free telephone counseling service is designed to answer questions that you may have concerning your expense in financing goods and/or services for sale to foreign countries. The toll-free number is (800) 565-3946.
- Fax Retrieval Hotline — This toll-free service allows you to receive information by fax at any time. The toll-free number is (800) 565-3946, press 1 and then press 2.
- Internet — Ex-Im Bank's home page can be found at <http://www.EXIM.gov>

FREIGHT FORWARDER

An international freight forwarder is licensed by the Federal Maritime Administration and acts as an agent of the exporter to provide expertise needed to move cargo from inland points to foreign destinations. The freight forwarder is familiar with the import rules and regulations of foreign countries, U.S. export regulations, and the techniques of transportation, and can provide you with the most efficient and cost-saving method of transportation. The freight forwarder can assist the exporter from the time he targets the customer to delivering the product to the customer. There are several service categories that are generally provided by a freight forwarder:

- Advising exporters on the best mode of transportation. The freight forwarder can act as your agent in either mode of transportation since the procedures and documents involved are quite similar;
- Advising exporters on freight costs, port charges, counselor fees, documentation costs, and insurance costs—all of which help in preparing your price quotation to your customer;
- Booking cargo space for your goods and insuring proper handling of your goods at port of departure;
- Advising you on the best method of packaging and labeling or arranging for your shipment to be packaged by a professional export packing/container company;
- Obtaining export licenses when required;
- Preparing all export shipping documents and reviewing letters of credit, packing lists, etc.; and
- Arranging for transportation insurance.

Some freight forwarders specialize in the handling of certain categories of products. Check with several freight forwarders before selecting one. Also, the freight forwarder can advise you on selecting a mode of inland transportation.

For a list of freight forwarders in your area, consult your local yellow pages.

INSURANCE (CARGO)

Cargo insurance should be of major interest to every exporter. While your carrier is usually liable for loss or damages due to their negligence, it is not liable for acts of God, war, strikes, or other matters over which the carrier has no control.

Be sure to determine at what point title to the goods passes from you to the buyer. If the terms of sale make you responsible for insurance, you may obtain your own policy or insure cargo under your freight forwarder's policy. However, even if the terms of sale dictate that you are not responsible for the entire span of transportation of your cargo to the buyer, you should consider purchasing Contingency Insurance. This coverage is a way to safeguard yourself against the risk of your buyer's failure to properly insure the cargo.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

1100 New York Avenue, NW

Washington, D.C. 20527

Tel: (202) 336-8400

OPIC Factsline: (202) 336-8700

Fax: (202) 408-9859

OPIC Automated Infoline: (202) 336-8799

Program Mission:

The Overseas Private Investment Corporation (OPIC) is a profit-making agency of the federal government. It supplies insurance against expropriation of foreign assets and also provides potential financing for joint ventures as well as insurance against unauthorized drawdown of performance/bid bonds. Currently, OPIC programs are available for new business enterprises or expansions in more than 140 countries around the world. OPIC supports, finances and insures projects that have a positive impact on U.S. employment and the host country economy and environment, are financially sound, and promise significant benefits to the social and economic development of the host country.

Programs and Services Offered:

OPIC assists American investors through three principal programs:

- **Investment Finance** — American investors planning to share significantly in the equity and management of an overseas venture can often use OPIC's finance programs for medium- to long-term financing, available through loan guarantees and/or direct loans. OPIC's all-risk loan guarantees, issued to U.S. lending institutions on behalf of eligible U.S. investors, typically range from \$10 million to \$200 million. OPIC's direct loans, reserved for overseas investment projects involving small and medium-sized companies, typically range from \$2 million to \$30 million. OPIC will participate in up to 50 percent of the total project cost for a new venture, and up to 75 percent of the total cost of an expansion.
- **Investment Insurance** — While private investors may have the capability to assess the commercial aspects of doing business overseas, they may be hesitant to undertake long-term investments abroad, particularly if they perceive the political situation to be uncertain, or are unfamiliar with conditions in various countries. To overcome this hesitation, OPIC insures U.S. investments in developing countries against three political risks: political violence (war, revolution, insurrection and civil strife) affecting assets and/or business income; expropriation; and the inconvertibility of currency. In addition to insuring parent company

equity and debt investments, OPIC also provides coverage for institutional loans, leases, and technical assistance rights and property, as well as contractors' exposure in connection with bid and performance bonds, custom bonds, equipment and other risks. Coverage is available for new investments and for expansions and modernization of existing plant and equipment. In order to be eligible for insurance, an investor must apply for and receive an OPIC Registration Letter before the investment is made or irrevocably committed. Packages including all three coverages are available to small and medium-sized investors at reduced rates.

- **Investor Services** — OPIC Investor Services are designed to assist small and medium-sized business in successfully planning and implementing overseas investment projects. OPIC sponsors, cosponsors and participates in numerous seminars and conferences throughout the U.S. and overseas to inform the U.S. business community of investment opportunities in the developing world.

SMALL BUSINESS ADMINISTRATION (SBA)

222 W. 8th Ave., Room A-36
Anchorage, AK 99513
Tel: (907) 271-4022
Fax: (907) 271-4545
e-mail: ron@anc.sba.gov
Web: <http://www.sbaonline.sba.gov>

Program Mission:

The SBA is an independent federal agency whose mission is to help people get into business and to stay in business. This mission is implemented through financial assistance, procurement assistance, and business development.

Funding Programs Available:

- **Export Working Capital Program (EWCP)** — The program can support single transactions or multiple export sales. Under this program, SBA guarantees 80 percent (up to \$100,000) or 75 percent (up to \$750,000) of a private sector loan. Loan maturities are generally for 12 months, with two options to renew, for a total of 36 months.

Guarantees can be extended for:

- Preshipment working capital.
- Postshipment exposure coverage, or
- A combination of preshipment and postshipment financing.

You can use EWCP proceeds: 1) to finance labor and materials for manufacturing goods for export; 2) to purchase goods or services for export; or 3) to finance accounts receivable generated from export sales. Proceeds may not be used to establish operations overseas, acquire fixed assets or pay existing debt.

Interest rates are negotiable between the applicant and the lender. SBA charges the lender a guarantee fee of one-quarter of one percent (.25 percent) for loans of 12 months or less. The guarantee fee for loans with terms of greater than 12 months is 2 percent.

- **International Trade Loan Guarantee Program** — The program offers loan guarantees up to \$1 million for U.S. based facilities and equipment and up to \$250,000 for working capital (1) to small businesses that can significantly expand existing export markets or develop new export markets or (2) to those adversely affected by import competition. Maturities of loans may extend up to 25 years.

- **7(a) Business Loan Guarantee Program** — Financing for fixed-asset acquisition or general working capital purposes may be obtained; the program encourages private lenders to make loans of up to \$750,000 to borrowers who cannot borrow on reasonable terms without government help.

Funding Criteria:

Export Working Capital Program:

- Must be in business at least one year
- Must meet SBA size standard
- Letter of Credit from foreign buyer's bank
- Foreign credit insurance, or export license, if applicable

International Trade Loans:

- The loan proceeds will significantly expand existing export markets or develop new export markets. You must submit a business plan, including sufficient information to reasonably support the likelihood of expanded export sales. The plan must include both a profit and loss projection and a narrative rationale.
- You are adversely affected by import competition. Injury attributable to increased competition with foreign firms must be demonstrated. A narrative explanation and financial statements must show that imported products that are directly competitive have made an important contribution to a decline in your firm's competitive position.

Additional Services Available:

- **Office of International Trade (OIT)** — OIT works in cooperation with other federal agencies and public and private sector groups to encourage small business exports and to assist small businesses seeking to export.
- **Service Corps of Retired Executives Program (SCORE)** — One-on-one assistance is provided by members of SCORE, many with years of practical experience in business. Specialists assist small firms in strengthening domestic operations by identifying financial, managerial or technical problems.
- **U.S. Export Assistance Centers (USEACs)** — Located in major U.S. cities, USEAC's are a cooperative program of SBA, U.S. Department of Commerce and EXIM Bank. A full range of export services, from markets to finance, is available at these one-stop centers. The USEAC in Seattle, Washington (206-553-5615) serves Alaska.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Headquarters:

**430 W. 7th Ave., Suite 110
Anchorage, AK 99501
Tel: (907) 274-7232 • (800) 478-7232
Fax: (907) 274-9524**

Fairbanks:

**510 Second Ave., Suite 101
Fairbanks, AK 99701
Tel: (907) 474-6700 • (800) 478-1701
Fax: (907) 456-1873**

Juneau:

**400 Willoughby St.
Suite 211
Juneau, AK 99801
Tel: (907) 463-3789
Fax: (907) 463-3929**

Mat-Su:

**1801 Parks Hwy.
Suite C18
Wasilla, AK 99654
Tel: (907) 373-7232
Fax: (907) 373-2560**

Kenai:

**4896 Kenai Spur Hwy., Mile 14.5
PO Box 3029
Kenai, AK 99611-3029
Tel: (907) 283-3335
Fax: (907) 283-3913**

In addition to these five offices, the SBDC has a Rural Outreach Director, in Anchorage, who provides confidential business consulting to small businesses and conducts training seminars in various rural Alaskan locations.

Program Mission:

The SBDC is committed to promoting a strong Alaskan economy through growth and stability in small business. This program was designed to provide small businesses with practical assistance they need to survive, grow and prosper. The program is affiliated with the University of Alaska and is financially supported by the Small Business Administration, the University of Alaska and the Alaska Department of Commerce and Economic Development.

Services Offered:

- Individual business assistance through one-on-one business counseling to meet your business needs.
- Business training services through workshops, seminars and conferences on marketing, loan proposals, record keeping, business plans, technical assistance and other business related areas.
- Business Resource Center provides books, periodicals, videotapes, microcomputers and business software for use by clients. The material provides statistics on the Alaska economy, models for a successful business, and training on business subjects.

- The Procurement Technical Assistance Center (PTAC) provides workshops, seminars and one-on-one counseling to assist small businesses in obtaining government contracts. PTAC also provides information on the Federal Acquisition Computer Network (FACNET), the federal government's new paperless mode of purchasing goods and services valued between \$2501 and \$100,000.
- The BUY ALASKA program provides assistance to Alaska businesses, government entities and organizations in finding competitive, local sources for goods and services that otherwise may be purchased outside of Alaska. Assistance is provided in the form of the BUYER/SELLER NETWORK matching service.
- The Alaska Technology Transfer Assistance Center (ATTAC) provides assistance to small business in applying technology to commercial opportunities in Alaska.

Eligibility:

Business consulting is free, confidential and available to all Alaskans. A nominal fee may be charged for workshops, seminars and conferences.

Comments:

A recent study shows that SBDC clients perform better than the general business population in both sales and profits.

TROIKA ALASKA COMMERCIAL CENTER

UAA-World Trade Center Alaska
421 West First Avenue, Suite 300
Anchorage, AK 99501
Tel: (907) 278-7233
Fax: (907) 278-2982
e-Mail: 75362.1020@compuserve.com

Program Mission:

Troika Alaska Commercial Center is a University of Alaska program operating on a grant from the U.S. Department of Commerce CABNIS program (Consortium of American Businesses in the Newly Independent States). The purpose of the program is to increase U.S. exports to the Russian Far East. Troika Alaska concentrates its mission and services on five main industries.

- Oil and Gas/Environmental Services
- Food and Food Processing Equipment
- Construction and Engineering
- Telecommunications
- Transportation

Services Offered:

Troika Alaska is designed to assist small- and medium-sized U.S. companies in exporting their products and services to the Russian Far East. A variety of services are performed in pursuit of this goal, including:

- Assistance in finding qualified Russian importers/partners.
- A weekly report is compiled and distributed containing trade leads from Khabarovsk and other regions in the Russian Far East, information relevant to the five main industry sectors, and other economic and governmental information as available.
- Compiling and disseminating trade leads and other industry-specific resources and information.
- Facilitating transactions by providing technical support.
- Organizing U.S. participation in Russian trade shows and trade missions.
- Acting as a communications liaison between U.S. and Russian organizations.
- Providing logistical support for business travel to Russia.
- Additional reports on banking, food markets, and lists of Russian importers are also available.

Comments:

Troika Alaska works in cooperation with the World Trade Center Alaska, the Alaska Division of Trade and Development, and the Municipality of Anchorage.

WORLD TRADE CENTER ALASKA (WTCAL)

421 West First Avenue, Suite 300
Anchorage, AK 99501
Tel: (907) 278-7233
Fax: (907) 278-2982
e-mail: 102761.2127@compuserve.com

Program Mission:

The WTCAL is a membership-supported organization. The mission of the WTCAL is to provide a quality service in an efficient manner to members so that trade is facilitated for Alaskan businesses in the international marketplace. Annual membership dues are charged. WTCAL is part of the University of Alaska Anchorage.

Services Offered by WTCAL:

Networking

- Networking with other Alaskan businesses in international trade
- Access to visiting business leaders and foreign delegations
- Weekly trade leads and calendar of events
- Reciprocal services at WTCs around the world
- Listing in local and worldwide member business directories

Training Services and Programs

- Courses on import/export issues, i.e., licensing, transportation and taxes
- Networking breakfasts/luncheons with WTC members
- Industry-specific seminars
- Classes available at WTC or company site and instructed by local experts

Worldwide Communications

- Sending and receiving correspondence via fax or e-mail
- Conference room with seating for 10, VCR/TV, flip chart, overhead and whiteboard

World Trade Center Network

- Daily trade leads allow direct and immediate world sales interaction
- Electronic messaging provides direct, inexpensive communication with all WTCs and their members
- Worldwide database of business profiles
- Global database. A database of on-line information systems directly selected for international business use

NOTES

NOTES

Alaska

DEPARTMENT OF COMMERCE AND
ECONOMIC DEVELOPMENT

DIVISION OF TRADE AND DEVELOPMENT

This publication was released by the Department of Commerce and Economic Development. It outlines the service delivery system for export trade assistance. The document was printed in Anchorage, Alaska at a cost of \$2.54 per copy.

APPENDIX F

**International Trade
Private Sector Needs Assessment and Public Sector Audit**

Oversight Committee

Tom Jensen

Alaska State Chamber of Commerce

~~Paul Richards~~

~~c/o Alyeska Pipeline Service
Company~~

1835 South Bragaw Street

Anchorage, AK 99512

Phone: 265-8891 Fax: 265-8240

Alaska Fisheries Development
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508 West 2nd Avenue, Suite 212

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Fairbanks Economic Corporation
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Alaska Miners Association

Steve Borrell

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Kenai, AK 99611-7744

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Alaska Air Cargo Association

Dale Wade

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Anchorage, AK 99502

Phone: 249-1311 Fax: 248-4175

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9097 Glacier Highway, Suite 200

Juneau, AK 99801

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Alaska Forestry Association

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111 Steadman #200

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441 W. 5th Avenue

Anchorage, AK 99501

Carol Heyman

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**Interim Task Force on International Trade
International Support Network Restructuring Recommendations**

DIVISION OF TRADE AND DEVELOPMENT

Recommendations:

1. Dedicate the Division of Trade and Development as the state leader in foreign investment promotion, protocol activity, and advocacy on behalf of Alaskan companies in the international marketplace.
2. Assign responsibility for the development of a dynamic, comprehensive international economic development strategy for Alaska to DTD.
3. Direct DTD to discontinue all export assistance services (including export counseling, export related publications, etc.)
4. Eliminate funding for DTD office in Seoul, Korea.
5. Eliminate funding for DTD office in Tokyo, Japan.
6. Direct DTD to reclassify all employees as classified.
7. Direct DTD to strategically reassess staff qualifications based on the elimination of export assistance services.
8. Provide funding for the maintenance of one protocol officer stationed in Japan to coordinate and manage Asian Pacific Rim affairs.
9. Provide an enhancement to DTD for expanding the context and focus of Alaskan protocol activities.

Suggested cuts:

- Korea office: \$ 218,000
- Japan office: \$ 324,000
- Export assistance services: \$ 100,000 (Recommend that remaining funding targeted for export assistance activities be internally reallocated.)

Total suggested cuts: \$ 642,000

Suggested enhancements:

- Asian Pacific Rim protocol officer (stationed in Japan): \$ 125,000
- Funding for the expansion of Alaskan protocol and foreign investment promotion activities: \$ 75,000

Total suggested enhancements:

\$ 200,000

NORTHERN FORUM

Recommendations:

1. Transfer funding responsibility for the Northern Forum to the Governor's budget.

ALASKA CENTER FOR INTERNATIONAL BUSINESS

Recommendations:

1. Transfer budget oversight for ACIB from the University of Alaska endowment to the Department of Revenue.
2. Eliminate ACIB funding being diverted to World Trade Center Alaska.
3. Eliminate funding for ad-hoc export assistance services (market research) at ACIB.
4. Eliminate funding for ACIB's international trade data base.
5. Eliminate funding for ACIB's efforts to "coordinate the efforts of state sponsored organizations involved in assisting and promoting the development of trade in international markets for Alaskan products."
6. Provide ACIB an enhancement for expanding its academic research links with University of Alaska campuses in Fairbanks and Juneau.

Suggested cuts:

- Funding redirected to World Trade Center Alaska: \$ 128,000
- Export assistance services: \$ 125,000
- Other auxiliary activities: \$ 225,000

Total suggested cuts:

\$ 478,000

Suggested enhancements:

- Funding for expanding ACIB's research links with University of Alaska campuses in Fairbanks and Juneau: \$ 100,000

Total suggested enhancements:

\$ 100,000

ALASKA INDUSTRIAL DEVELOPMENT AND EXPORT AUTHORITY

Recommendations:

1. Direct AIDEA to contribute \$ 600,000 (\$200,000 over each of the next three years) towards the maintenance of an export finance specialist co-located with the World Trade Center Alaska and Commercial Service of the U.S.A.

WORLD TRADE CENTER ALASKA

Recommendations:

1. Support the establishment of the World Trade Center Alaska as a quasi-autonomous export assistance server in Alaska.
2. Direct World Trade Center Alaska to target larger businesses, experienced exporters, and companies with a dedicated international focus for its primary recruitment efforts.

EXPORT ASSISTANCE SPECIALIST

Recommendations:

1. Provide funding for the hire of one qualified export assistance specialist (in addition to the export finance specialist) to be co-located within the organizational structure of the World Trade Center Alaska. The individual should have the following responsibilities:

- Providing customized export assistance services to Alaskan companies. (Note: the export assistance specialist is intended to operate autonomously from the World Trade Center Alaska).
- Engage in revenue generating activities (possibly similar to Minority / Disadvantaged Business fee for service arrangements).
- Expanding the number of Alaskan small and medium businesses involved in exporting.
- Developing and maintaining different export marketing strategy "blueprints" for major industry groups in the state (e.g., natural resources, services, light manufacturing / retail, small businesses etc.) This should be done in conjunction with Marketing Alaska whenever appropriate.
- Providing referrals to private sector sources of export assistance whenever appropriate.
- Maintaining and updating a comprehensive list of all current and potential exporters in Alaska (i.e., conduct regular "community sweeps" to determine actual and potential clientele for export assistance services in Alaska).
- Coordinating interorganizational activities among export assistance service providers in Alaska - especially CSUSA, SBDC, WTCAL, DTD (on protocol matters), and private sector sources of export assistance.
- Assist in the coordination of export promotion related trade missions (in conjunction with CSUSA, WTCAL, and DTD).
- Maintaining outreach capabilities for providing export assistance services throughout the state (e.g., 1-800 number, coordination with ARDORs and SBDCs, installation of NTDB software or NTDB internet subscriptions in rural communities, etc.).

Suggested general fund contribution:

- Suggested annual general fund contribution: \$ 75,000

**Alaska International Support Network
Budget Recommendations, 1995**

	1995 GF Support	Suggested 1996 GF Support
Alaska Center for International Business:	\$545,373	\$167,373
Division of Trade and Development:	\$1,145,000	\$703,000
The Northern Forum:	\$100,000	\$100,000
World Trade Center Alaska:	\$0*	\$200,000
Alaska Seafood Marketing Institute:	\$550,000	\$550,000
Division of Tourism:	\$949,900	\$949,900
Total:	\$3,290,273	\$2,670,273

* World Trade Center Alaska funding was passed through ACIB in 1995.

ALASKA CENTER FOR INTERNATIONAL BUSINESS

Enhancements:

<u>Expanding ACIB research links with UAE, UAS:</u>	\$100,000
Total Enhancements:	\$100,000

Cuts:

World Trade Center Alaska funding:	\$128,000
Export assistance services:	\$125,000
<u>Other auxiliary activities:</u>	\$225,000
Total Cuts:	\$478,000

Suggested 1995 general fund support:	\$167,373
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DIVISION OF TRADE AND DEVELOPMENT

Enhancements:

Asian Pacific Rim protocol officer stationed in Japan:	\$125,000
<u>Expansion of protocol / foreign investment promotion efforts:</u>	\$75,000
Total Enhancements:	\$200,000

Cuts:

Korea office:	\$218,000
Japan office:	\$324,000
<u>Export assistance services:</u>	\$100,000
Total Cuts:	\$642,000

Suggested 1996 general fund support:	\$703,000
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WORLD TRADE CENTER ALASKA

Enhancements:

Funding formerly directed via ACIB:

\$128,000

Export assistance specialist:

\$72,000

Total Enhancements:

\$200,000

Suggested 1996 general fund support:

\$200,000

APPENDIX G

STATE OF ALASKA

DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT

DIVISION OF TRADE AND DEVELOPMENT

February 7, 1996

1/More - FYI

TONYKNOWLES, GOVERNOR

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□ 751 OLD RICHARDSON HWY., #205
FAIRBANKS, AK 99701
PHONE: (907) 452-7484
FAX: (907) 458-8173

The Honorable Steve Rieger
Alaska State Senate
State Capitol
Juneau, AK 99801-1182

The Honorable Beverly Masek
House of Representatives
State Capitol
Juneau, AK 99801-1182

FEB 7 1996

Dear Senator Rieger and Representative Masek:

International trade is big business in Alaska. Last year Alaska companies exported goods and services worth \$5.1 billion. These exports translate into tens of thousands of jobs each year creating opportunities throughout the state.

The legislature is right to look at such an important area of our economy. As I mentioned in my comments during the Interim Task Force hearing, we welcome the chance to work together to ensure we and others are offering the best services possible to Alaska's international trade community. Competition is intense, and we must make sure we are doing whatever we can to help our companies succeed in the international marketplace.

The survey offered some important insights and suggestions including:

1. The need for a more coordinated effort with one point of contact.
2. The need for the state to take the lead in setting a strategic trade policy and vision.
3. The need for the state to create a more business-friendly climate.

We already are taking some of these actions. The Governor's *Marketing Alaska* initiative, for example, contains dozens of important recommendations to improve the business climate here. Commissioner Hensley's Russia Agency Working Group is an effort to coordinate the state's efforts in developing ties to the Russian Far East, but there clearly is more we can do. I look forward to working with others to tailor our efforts to address the needs cited in the survey.

I am deeply troubled, however, by some of the recommendations developed by staff. Not only do they pit agency-against-agency, but they reflect neither the needs cited in the business survey nor the reality of Alaska's trade picture. A few specific concerns:

The Honorable Steve Rieger
The Honorable Beverly Masek

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February 7, 1996

1. **Eliminate funding for the Japan and Korea offices.** Alaska's most vital trade links are in Asia and the markets of Japan and Korea. Together, these two markets absorb more than 80 percent of all our resource exports and our rapidly expanding technical services.

The State's Tokyo and Seoul offices offer important links to Japanese and Korean buyers and investors providing trade contacts and market information—two of the needs most often identified by survey respondents. Shutting these offices would damage our efforts to keep strong trade ties in markets where competition is intense. It is important to note that no survey respondents suggested shutting the State's overseas offices. On the contrary, the only comments made called for maintaining or expanding the offices. (I am enclosing documents that further document the importance of these offices.)

We do, however, recognize the need to cut costs tied to these offices and continue to take steps to do so. In the past two years, we have cut the Japan office budget by 37 percent; an additional 18 percent cut is planned for FY97. In Korea, we have reduced operating costs 10 percent over the past two years; plans to share space with private sector partners next year should reduce costs still further.

2. **Shift export assistance away from the Division of Trade and Development (DTD).** To be most effective in Asia and elsewhere, industry needs government leadership for trade missions, participation in trade shows, and other trade promotion efforts. Such involvement helps raise the profile of Alaska goods and services, and it provides important government-to-government connections for resolving trade disputes that may develop later.

DTD has experience and expertise in this area. We work with bottled water sellers and seafood exporters, environmental service companies, and firms looking to export energy resources. We have a statewide mandate, and our efforts are driven by private sector demands.

Our division will continue honing efforts in this area to reflect our increasingly limited resources. (Two examples: DTD routinely refers companies seeking business counseling to Small Business Development Center and others. We also work with the World Trade Center to handle trade mission logistics.) The state trade team must stay involved in leading efforts to develop new export markets.

3. **Station protocol officer in Japan.** Strategic protocol is vital; entering trade agreements with leaders in emerging markets, for example, or developing ties to Russian governments are ways to increase opportunities for our firms. Efforts such as these should be supported and expanded, and they should be based in Alaska where our government is located.

Overseas, as trade survey respondents noted numerous times, companies need solid market information. They need lists of buyers. They need advice on where best to sell their products. They need trade information on their competitors. Alaska's exporters need trade experts overseas, not protocol

The Honorable Steve Rieger
The Honorable Beverly Masek

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[February 7, 1996]

officers. A protocol officer is an expensive option that will only replicate services already available through the U.S. government.

There are many committed, qualified people working to build Alaska's markets overseas. I have spent a good deal of time since September meeting with these people, learning about their efforts, and assimilating their recommendations into our work plans for the coming year. I look forward to working together with you, the Administration, and Alaska's international trade community to further strengthen our position abroad.

Sincerely,

Deborah B. Sedwick - SG.

Deborah B. Sedwick
Assistant Commissioner

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Enclosures

cc: Alaska State Legislature

Pat Pourchot, Office of the Governor

David Ramseur, Office of the Governor

Commissioner William L. Hensley, Department of Commerce and Economic
Development

**STATE OF ALASKA
DIVISION OF TRADE AND DEVELOPMENT
DISCUSSION PAPER
Section A: Impact of Closing Overseas Offices**

The legislature is currently considering draft recommendations that include closing the state's Tokyo and Korea offices. The division strongly recommends against taking this action. Slashing these operations—without careful planning—would seriously undermine the decades of work spent securing Alaska's position in our most important Asian markets. Most notably, such a cut would:

Jeopardize key Asian markets. *We have \$3.1 billion at stake in the Japanese and Korean markets.* Eliminating our overseas operations will send the message to our most important trading partners—Japan and Korea—that we are not committed. This would be a critical mistake at a time when Alaska is facing fierce competition in virtually every market and sector. Our competition—there are now 56 American and 105 foreign trade offices in Japan, 34 American and 77 foreign trade offices in Korea—will move quickly to secure our market share should we retreat in these vital markets. Players such as Chile and Norway, through aggressive promotions, already are eroding our seafood sales in Japan and other markets. Alaska will disappear.

Ignore private sector demand. In the Legislature's recently conducted survey of private sector companies, no respondents suggested shutting the overseas offices. To the contrary, the only comments regarding the state's overseas operations included recommendations to maintain or expand Alaska's presence in these key markets. These offices are vital links between Alaskan exporters and Japanese and Korean buyers and market information.

Cut off vital trade and government contacts. Staff in our Tokyo and Korea offices are extremely well-connected, having developed extraordinarily valuable contacts over many years. (Korea staff has worked for the state for 10 years; Japan staff for 15 years.) Shutting offices precipitously would cut us off from important trade contacts in markets where connections are the key to doing business.

Undercut efforts to refocus overseas trade program. The division is already taking steps to reduce costs overseas. In the past two years, we have cut the Japan office budget by 37 percent; an additional 18 percent cut is planned for FY97. In Korea, we have reduced operating costs 10 percent; plans to share space with private sector partners next year should reduce costs still further.

Undermine Alaska's Trade Initiatives. Deep cuts in our overseas trade program run counter to the Governor's explicit message since taking office: "We are open for business. We will market Alaska." Additionally, these cuts will be made in key markets at a time when the state is pushing projects such as North Slope gas sales, the repealed oil export ban, and increased seafood exports—projects that demand Japan and Korea to be our key buyers.

We intend to continue cutting costs in Japan and Korea, giving us more funds to explore emerging markets. The key is to make these moves carefully. It is essential that fundamental changes in our presence overseas be made over time. Immediate "fixes" will cost us markets and money now and for many years. For further information, please contact Assistant Commissioner Debby Sedwick, (907) 269-8110.

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**STATE OF ALASKA
DIVISION OF TRADE AND DEVELOPMENT
DISCUSSION PAPER
Section B: Overseas Offices' Recent Projects**

The Division of Trade and Development's overseas offices play a critical role in building markets and visibility for State of Alaska businesses and communities pursuing trade and investment ties. The offices—located in Japan and Korea—serve four main roles:

1. **Provide access.** Overseas staff make trade contacts and provide access for Alaskans seeking buyers or investment from abroad. The offices find potential business partners and arrange meetings for dozens of missions—individual companies, trade groups and local communities—traveling overseas each year. This matchmaking is invaluable in developing networks in Asia. Office staff also identifies specific trade opportunities for Alaskan companies, which are then publicized by the Anchorage office. Some examples:
 - Korea Office staff helped Kachemak Seafoods of Homer and Dutch Harbor find buyers for fresh cod. According to owner Bill Sullivan, these contacts allow him today to employ four to five people year-round and ship nearly \$800,000 worth of cod annually.
 - Apocalypse Design of Fairbanks developed a market for cold weather clothing and gear in Japan, using the state's Tokyo Office staff to find potential buyers and serve as an intermediary to resolve trade snags. The company now sells \$40,000 worth of products into Japan each year with plans to double that amount in 1996.
2. **Provide intelligence.** Overseas staff develop market intelligence in several key areas. Most notably, overseas staff provide marketing information (trends, forecasts, alerts) in seafood, LNG, coal, and other areas that offer the best trade and investment opportunities for Alaskans. Some examples:
 - Sealaska Corporation, looking to develop its calcium carbonate (limestone) reserves in Southeast Alaska, used Japan office staff to learn the potential for exports to Japan. As a result of market information gathered and meetings arranged, Sealaska was able to undertake feasibility studies. The company is now sending commercial samples to potential Japanese importers.
 - Korea office staff produce an annual market report providing vital information on Korea's seafood industry: demand for Alaska species, import trends, pricing, and key buyers. The report is widely disseminated among Alaska seafood exporters.
3. **Provide visibility.** Overseas staff provide visibility in our most important markets, helping Alaska to battle fierce global competition. Department of Commerce and Economic Development staff participate in trade shows, meet regularly with key government and business contacts, and provide information on Alaska. Some examples:
 - Korea office staff arranged high-level government and industry-specific meetings for a fall 1995 trade delegation headed by Anchorage Mayor Rick Mystrom. The office provides similar service at least twice a year for the Anchorage Economic Development Corporation in their investment-attraction activities.

- Japanese trading companies and the Ministry of International Trade and Industry use the Japan office as a conduit for exploring potential energy deals with Alaska. Efforts—focused on North Slope oil and gas, ANWR updates and expansion of Kenai energy industry—include providing information, assisting trade missions, and making business contacts.
4. **Provide advocacy.** Overseas staff advocate on behalf of Alaska businesses facing unfair trade practices abroad. Staff work with in-country officials to resolve trade disputes and help Alaskan companies hindered by trade barriers or misunderstandings. Some examples:
- Japan office staff—working with Japanese and Alaskan government officials—helped convince Japan to lift an import ban on Alaskan dungeness crab. Crab imports had been banned due to PSP toxins.
 - Korea office staff are working with the Korean government, U.S. officials, and numerous offices in the United States to convince American officials to permit Koreans to visit Alaska visa-free. A similar move in Guam increase visits by Korean approximately 150 percent per year.

The Division would be more than happy to provide contact names and numbers of companies and communities using the services of the Japan and Korea offices. For further information, please contact Assistant Commissioner Debby Sedwick, (907) 269-8110.

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APPENDIX H

HOUSE STANDING COMMITTEE ON INTERNATIONAL TRADE
AND TOURISM

January 28, 1997

10:21 a.m.

MEMBERS PRESENT

Representative John Cowdery, Chairman
Representative Eldon Mulder
Representative Pete Kott
Representative Gail Phillips
Representative Kim Elton

MEMBERS ABSENT

Representative Ramona Barnes
Representative Reggie Joule

COMMITTEE CALENDAR

OVERSIGHT HEARING ON STATE FUNDED INTERNATIONAL TRADE ACTIVITIES

PREVIOUS ACTION

No previous action

WITNESS REGISTER

MARCO PIGNALBERI, Legislative Aide
to Representative Cowdery
Alaska State Legislature
Capitol Building, Room 416
Juneau, Alaska 99801
Telephone: (907) 465-3879

POSITION STATEMENT: Provided oversight on the committee's
history

CHARLES NEFF, Director
University of Alaska-Anchorage Alaska Center for International
Business (ACIB)
Director, American Russian Center

ADDRESS NOT PROVIDED

Telephone: (907)

POSITION STATEMENT: Provided oversight on state funded
international activities

JAMES McMILLAN, Deputy Director of Credit
Alaska Industrial Development and Export Authority
ADDRESS NOT PROVIDED

Telephone: (907)

POSITION STATEMENT: Provided oversight on state funded

international activities

JOSEPH L. PERKINS, Commissioner
Department of Transportation and Public Facilities
3132 Channel Drive
Juneau, Alaska 99801-7898
Telephone: (907) 465-3900
POSITION STATEMENT: Provided oversight on state funded
international trade activities

KURT PARKAN, Deputy Commissioner
Office of the Commissioner
Department of Transportation and Public Facilities
3132 Channel Drive
Juneau, Alaska 99801-7898
Telephone: (907) 465-3900
POSITION STATEMENT: Provided oversight on state funded
international trade activities

MORTON PLUMB, Director
Anchorage International Airport
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POSITION STATEMENT: Provided oversight on state funded
international trade activities

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POSITION STATEMENT: Provided oversight on state funded
international trade activities

ACTION NARRATIVE

TAPE 97-1, SIDE A
Number 0001

CHAIRMAN JOHN COWDERY called the meeting of the House Special Committee on International Trade and Tourism to order at 10:21 a.m. Members present at the call to order were Representatives Cowdery, Kott, Phillips, and Elton. Representative Mulder arrived at 11:00 a.m. Members absent were Representatives Barnes and Joule. This meeting was teleconferenced to Seward and Anchorage.

CHAIRMAN COWDERY said this meeting would continue the oversight hearings began in the last legislature. He said Marco Pignalberi, his legislative aide would provide some historical background to show where the committee is at today.

Number 0095

MARCO PIGNALBERI, Legislative Aide to Representative Cowdery, said that preliminary to this hearing we gathered historical files from the past chairperson, Legislative Research, House Records, and the House/Senate Majority staff. He added that Speaker Phillips was gracious enough to loan the committee her personal files which were very helpful.

MR. PIGNALBERI said the retro-view was still incomplete, but it would be filled in by the witnesses over the next two days of hearings. He said a patched together chronological history would be given to provide a context to today's oversight hearing.

MR. PIGNALBERI said in the 19th Legislature, March 1995, the Senate President and the House Speaker wrote to Governor Knowles urging him to convene a strategic planning group to formulate a coordinated international trade policy. They recommended that the Governor's Office of Management and Budget (OMB) take charge of this effort. They laid out the goals and participants for a coordinated plan.

MR. PIGNALBERI said, later in March, the Director of the United States Department of Commerce, International Trade Administration wrote to Governor Knowles endorsing the legislative suggestion, saying, "A strategic assessment of...Alaska's trade policies is overdue."

MR. PIGNALBERI said in April of 1995, Governor Knowles replied to President Pearce and Speaker Phillips. He said his multi-agency group called Marketing Alaska, headed by Commissioner Hensley, would provide the strategy to coordinate the states activity in international trade. He suggested that he would work with the legislature during the 1995 interim. He said that, "Alaska's ability to promote our resources in international markets was compromised by the House Majority actions in the Finance committee."

MR. PIGNALBERI said, absent any concrete action by the Governor, the legislature in the 1995 interim, in the month of July, funded an "Evaluation of State Agencies Engaged in International Trade" and a "Needs Assessment of Private Agencies Involved in International Trade." The Needs Assessment was contracted to the World Trade Center. It was conducted as a widespread cooperative effort involving participants from Fairbanks, Anchorage, Kenai and Juneau. Both parts of the evaluation, that is the public and private sector, were carried out by use of an extensive survey questionnaire about international trade activities. The Governor was asked to support this effort.

Number 0299

MR. PIGNALBERI said in August of 1995, the Governor replied to the invitation by explaining that his Marketing Alaska program has 125 Alaskans participating in seven Task Forces to promote Alaskan products. He noted that neither Speaker Phillips nor President Pearce personally attended any Task Force meetings and urged their more active participation.

MR. PIGNALBERI said the record became clear at this point that the Governor's office confused or choose to confuse the legislature's initiative to analyze the effectiveness of state resources spent on international trade, with the doing of the activities that we wanted to have analyzed. The Governor noted budget cuts to the Office of International Trade (OIT) and said, "I am skeptical of funding additional studies of how we are doing."

Number 0363

MR. PIGNALBERI said the legislature and the World Trade Center completed their work during the interim of 1995. A summary report of the "Private Sector Business Needs Assessment" was published by the World Trade Center.

MR. PIGNALBERI said the files do not contain a summary report for the "Evaluation of State Agencies." He said it is believed that a copy has been located in Anchorage which is being forwarded to the committee. There are copies of the state agency responses for the committee to review.

MR. PIGNALBERI said that during the 1996 session, the legislature conducted hearings on the results of the needs assessment and the state agency evaluations. A resolution was proposed to implement the results, it was not formally submitted.

Number 0408

MR. PIGNALBERI said the next step is based on what this committee and the 20th Legislature shall decide.

Number 0419

REPRESENTATIVE GAIL PHILLIPS requested a copy of the historical analysis.

Number 0475

CHARLES NEFF, Director, the University of Alaska-Anchorage Alaska Center for International Business (ACIB) and Director, American Russian Center, was next to testify. He said he would try to explain the groups in a way that would elaborate on information he already submitted to the committee.

MR. NEFF said the ACIB is dedicated to practical work that is

responsive to business and industry. He said ACIB does not conduct academic, abstract research. He said there is a bit of a misunderstanding that because ACIB is at the university, it is like another university department. He said it is not.

MR. NEFF said ACIB is part of a state wide group of agencies that the committee will hear from today and Thursday. He said these groups are very much working together. He said there is a feeling that there is a lot of overlap, lack of coordination with groups that are essentially going their own way. He said that the contrary is true. He said the main groups working on international trade and international issues meet monthly as a round table group with the intent to inform each other of what they are doing and to use each other's resources in order to reinforce their own efforts. He said a kind of division of labor has been formed.

Number 0641

MR. NEFF said the university's goal, in all of its activities, is to get businesses and individuals ready to enter the international markets. He said this might begin with educational programs at the university, research on how to develop a business plan, direct services provided to member groups by the World Trade Center, or it might mean providing opportunities for Alaska businesses to get to Russia to check out possibilities for new business there. He said all of these things are preparatory. He said Assistant Commissioner Sedwick will discuss how the state is largely involved with a representative function and with developing Alaska's ability to enter specific markets. He said there is kind of a rough dividing line with a little healthy overlap. He said he wanted to emphasize the fact that we are basically talking about groups who are doing different things and supporting each other.

Number 0696

MR. NEFF said he would call to the committee's attention a brochure put out by the university that illustrates the activities of the ACIB, the World Trade Center and the American Russian Center. He said one is involved with practical research and information, one is primarily involved with training and one is primarily involved in providing direct business services. He said if we were to start out with nothing and were to talk about what we needed for a good support of international business, we would end up with just those things; research, information, training and direct services.

Number 0757

MR. NEFF said the ACIB was founded as a university activity in 1984 and officially sanctioned as a state of Alaska activity by the legislature in 1987. He said the legislation gave a mandate to ACIB; to promote Alaska's involvement in international trade, to do market research, to promote an understanding of other cultures, to

set up public service programs relating to international trade and international activities and gave it the right to charge fees. He said the mandate also established a seven person advisory board which continues to function today. He said the board members are approved by the Governor and by the Board of Regents at the University of Alaska. He said the legislation also established an endowment. He said ACIB currently operates its activities at approximately 50 percent draw from the endowment and 50 percent draw from state general funds.

Number 0845

MR. NEFF said, as director of ACIB, he coordinates all of these programs. He said the World Trade Center, the ACIB and the American Russian Center all report through him to the chancellor. So, from an administrative point of view there is coordination to make sure the resources of each of these organizations is spent wisely.

MR. NEFF said the ACIB like any dynamic organization, tried out just about everything that was allowed under the mandate; public conferences, quasi-academic programs which were non-credit, longer term programs dealing with international trade, as well as other things. He said the ACIB staff is smaller, focused in its activities. It includes nine and a half persons focused on four professionals with a strong emphasis on research and services in fisheries, forestry, coal, hard rock minerals and the flow of international trade itself. He said ACIB is probably the premier place, in Alaska now, for collecting and disseminating information on international trade.

MR. NEFF said ACIB has added other organizations under its umbrella. He said the World Trade Center originally started at Alaska Pacific University and came over to the University of Alaska-Anchorage (UAA) in 1988. He said World Trade Center receives about 50 percent of its general operating funds from the university under the ACIB budget. The rest of its budget comes from membership fees. He said when you see the total that goes to the ACIB, a portion of that, \$120,000 a year, goes over to the World Trade Center Alaska to support its basic operations.

Number 0957

MR. NEFF said resources have been concentrated on specific industry research, on public information and specific industry information. He said ACIB has provided information to its users through traditional means. He said people have called up, wanted a report, things were taken out a data base and faxed. He said this system has worked quite well, and they have always been responsive to individual requests. He said ACIB now has a means by which anyone in and out of the state of Alaska can get information in a customized form. He said ACIB is not completely finished in

putting all the data into their Web site. He said it is now possible to go into the internet and ask how many cans of red salmon went to Japan in 1994, or in what form did the salmon go there or how many tons of salmon went to Korea. He said you can ask the same questions of coal, timber and the flow of goods going through the Anchorage International Airport. He said a business can go in, get that data, download it into a spread sheet and create their own reports.

Number 1131

MR. NEFF said ACIB has also converted one of their positions from purely research to a public services manager, who handles all major request. He said that person is trained as to what is available at ACIB, but what ACIB is providing throughout the state of Alaska.

Number 1160

MR. NEFF said the ACIB is doing research that is largely industry driven. He said ACIB provided examples to the committee of reports that have been done for both the Taiwan and Chinese markets for Alaska Seafood. He said this is not just an economist report that says this is a possible market providing that so many people will eat this much salmon. The report says that if you want to sell salmon in China today these are the people who are importing it, this is how you get an import license, this is where you can find the freezer facilities. The report is practically developed to help that market develop.

Number 1205

MR. NEFF said a kind of a salmon summit was being held today in Juneau. He said when the ACIB heard about it, the first thing they did was to collect information about it dealing with those issues, send it to them and tell them not to forget that ACIB is an information resource which can be used as strategies for the future are developed.

Number 1225

MR. NEFF said all of these data sources are available somewhere else, in Russia, China or in the U.S. Department of Commerce. He said the ACIB effort is different because it takes the data into a form that is usable for Alaska, by Alaskan businesses and by businesses who want to do business in Alaska. He said the data is value added data because the way the form is displayed. He said when the U.S. Department of Commerce office reports back to Washington on many international trade activities, they use the data that ACIB has redone.

Number 1279