



# U.S. Trade Center News

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## Embassy Leads Trade Delegation to Baltimore

The Embassy led a nine-member delegation to the March 31 to April 2 Baltimore Electric Power Show, a U.S. Commerce Department International Buyer Program. The event provided the Embassy with an opportunity to introduce a select group of Bangladeshi businessmen to U.S. exporters who were exhibiting their products at the show.

This event showcased the power industry, particularly providers of power equipment and services, including boilers and combustion systems, motors and electrical equipment, uniform power systems, diesel, steam and gas generators, renewable energy systems, and wastewater treatment material.

A variety of seminars and workshops took place during the show, and the Department of Commerce office in Baltimore arranged factory visits and other events for the delegates. The Embassy's Economic-Commercial Specialist, Shafiqur Rahman, also briefed a number of American companies about export opportunities for their products in Bangladesh.



Bangladeshi delegates with Commerce officials in Baltimore

## Mr. Rahman Goes to Washington

The Embassy's Economic-Commercial Specialist, Shafiqur Rahman, traveled to Washington, D.C. April 19-30 to attend the State Department's Foreign Service Institute Economic Training Class for Foreign Service Nationals. The training provided Shafiqur the opportunity to learn about key issues essential to economic reporting, including drafting techniques, macro-economic data analysis, understanding the costs and benefits of regional trade agreements, and tips on analyzing the health of financial markets. The course also enabled him to realize what Washington end-users expect from Embassy reporting.



Shafiqur Rahman (Rear row 3rd from the left) at FSI with Economic-Commercial Specialists from other U.S. Embassies

Shafiqur had the opportunity to meet officials from the State Department, the Commerce Department, the U.S. Patent and Trademark Office (USPTO), and the Bangladesh Embassy in Washington. He had productive meetings with officers from the State Department's Economic and Business Bureau and its South Asia Bureau. At Commerce, he met the Advocacy Center's Regional Manager for South Asia, and discussed IPR with a USPTO attorney.

## U.S. Contributes \$1 Million to WTO Technical Efforts

U.S. Trade Representative Robert B. Zoellick announced in May that the United States would contribute approximately \$1 million for trade-related technical assistance (TRTA) to the World Trade Organization. This latest contribution would bring total U.S. TRTA for the Doha Development Agenda to almost \$4 million since the launch of negotiations in November 2001.

"As we are working to move the Doha negotiations forward, we recognize the importance of providing assistance to the developing countries to help them participate in the negotiations, implement the obligations they undertake and benefit from the results," Ambassador Zoellick said. "This money can be used, among other things, to help developing countries in enhancing their capacity to assess their interests and participate in the market access related aspects of the DDA negotiations, including with respect to the preparation of service

requests and offers. We would also hope that this money can be used to further strengthen the capacity of developing countries to participate in the WTO's work on Trade Facilitation."

"Trade can be a powerful tool for developing countries in building their economies and improving the lives of their citizens. Helping countries trade more, helps Americans gain expanded access to overseas markets," Ambassador Zoellick added. Trade capacity building is an important means to help developing countries make the most of the opportunity provided by the Doha negotiations. One area of particular potential for developing countries is services. According to the World Bank, the services industry represented 54% of the GDP in low and middle-income countries in 2000, up from 46% in 1990.

USTR's contribution of \$994,100 to the WTO is just one part of much broader U.S. assistance efforts. The United States is the largest single country donor of trade capacity. Total U.S. funding for trade capacity building activities was \$761 million in FY 2003, up from \$369 million in 1999.



## U.S. Trade Balance with Bangladesh

Data represent commercial (deliveries) trade. Totals do not include exports from export processing zones and exports tied to donor or grant assistance.

### Trade with Bangladesh: 2004

*Note: All figures are in millions of U.S. dollars*

Month	Exports	Imports	Balance
January	11.50	173.70	-162.20
February	21.90	167.00	-145.10
March	23.40	152.30	-128.90
<b>Total</b>	<b>56.80</b>	<b>493.00</b>	<b>-436.20</b>

- ▶ *TOTALS may not add due to rounding.*
- ▶ *Table reflects only those months for which there was trade.*
- ▶ *[www.census.gov/foreign-trade/balance/c5380.html](http://www.census.gov/foreign-trade/balance/c5380.html)*
- ▶ *SOURCE: U.S. Census Bureau, Foreign Trade Division, Data Dissemination Branch, Washington, D.C. 20233*

## Coming Soon: New U.S. Fifty Dollar Note

On April 26, 2004, the Department of the Treasury and the Federal Reserve unveiled a new design for the \$50 note at an event at the Bureau of Engraving and Printing. The new note, which features background colors and enhanced security features is scheduled to enter circulation in late September or early October.



The most noticeable difference in the new design is the subtle introduction of background colors, which make it more burdensome for potential counterfeiters because it adds complexity to the note. Color will also make it easier to distinguish between denominations because different background colors will be used for each denomination. Both the new notes and the older-design notes will continue to be legal currency at full face value. You do not need to exchange older-design \$50 notes for new ones. The U.S. will not recall nor devalue its currency. The money is good, for good.

Because U.S. currency is so widely used outside the U.S., the Embassy wants to make certain that businesses, financial institutions, law-enforcement groups, other cash handlers, and ultimately the general public in Bangladesh know about the new note designs and features. The Federal Reserve estimates that as much as two-thirds of U.S. currency in circulation is held outside the United States. There is nearly \$700 billion in U.S. currency in circulation worldwide.

Despite the addition of color, the new note preserves the distinct size, look and feel of the traditional American "greenback" - the world's most familiar and circulated currency. The U.S. Government introduced a new \$20 note design in 2003 and will continue with other denominations. For more information on the new U.S. currency, please visit: [www.moneyfactory.com/newmoney](http://www.moneyfactory.com/newmoney).

## Trade Shows, Trade Shows And . . . More Trade Shows

Although the Embassy will not be leading a delegation to these trade shows, interested participants can obtain additional information by contacting the Embassy's U.S. Trade Center at 885-5500 or by visiting the trade show's website. The Embassy's Trade Center cannot provide visa assistance. For guidance on visa procedures, visit the Embassy's website: [www.usembassy-dhaka.org](http://www.usembassy-dhaka.org).

**Pack Expo 2004** will be held November 7-11, 2004 in Chicago and will feature exhibitors and seminars related to the food processing and packaging machinery industry. [www.packexpo.com](http://www.packexpo.com).

**2004 International Irrigation Show** will take place November 14-16, 2004 in Tampa, Florida. If you're involved in irrigation, including agriculture, landscape, turf, or golf, you need to attend the world's largest show totally dedicated to irrigation.

**Graphics of America 2005** will take place February 4-6, 2005 in Miami, Florida, and will be of interest to government officials, private sector companies, and individuals involved in the printing design, pre-press, production, post-press, and finishing industries. [www.graphicsoftheamericas.com](http://www.graphicsoftheamericas.com).

### **Power Generation International Trade Show Nov. 30 - Dec. 2, 2004, Orlando**

**Power-Gen International 2004** will take place from November 30 to December 2, 2004, in Orlando Florida. The show is the electric power generation industry's largest event in the world, attracting more than 18,000 attendees and 1,100 exhibitors from 75 countries.

Focused on providing the latest updates and information on key generation issues, the show will feature a multi-track conference program, seminars, and visits to power generation facilities. The show will take place concurrently with the Industrial Water Conference. For more information, please contact the U.S. Trade Center at 885-5500, extension 2902, or visit <http://PGI04.events.pennnet.com>.

## Intellectual Property Rights Watch List Released

The Office of the United States Trade Representative released on May 3 its "Special 301" Annual Report on the adequacy and effectiveness of intellectual property rights (IPR) protection in trading partners around the world. The report found that although several countries have taken positive steps to improve their IPR regimes, the lack of IPR protection and enforcement continue to be a global problem. The report calls for certain governments to take stronger actions to combat commercial piracy and counterfeiting.

"We are encouraged by the positive steps that several countries have taken to strengthen IPR protection over the past year," U.S. Trade Representative Robert B. Zoellick said. "However, the need for significant improvement remains, particularly in the areas of implementation and enforcement," he commented. "This report sends a message to governments," Ambassador Zoellick noted, "that it is important to exercise the political will necessary to effectively address IP-related concerns."



This year's Special 301 Report lists 52 countries or economies as Priority Foreign Countries, or Priority Watch List or Watch List countries. Priority Foreign Countries are those pursuing the most onerous or egregious policies that have the greatest impact on U.S. right holders or products, and are subject to accelerated investigations and possible sanctions, which may include suspension of Generalized System of Preferences privileges.

Countries or economies on the Priority Watch List do not provide an adequate level of IPR protection or enforcement, or market access for persons relying on intellectual property protection. This year's report lists fifteen trading partners on the Priority Watch List.

Thirty-four partners were added to the Watch List, meriting bilateral attention to address the underlying IPR problem. Bangladesh was not added to the Watch List in 2004.

The report notes the improvement and progress that several countries have made in addressing IPR-related concerns identified in previous Special 301 Reports. For example, Poland and the Philippines have recently passed optical disc legislation that will help combat optical media piracy. Romania recently took a significant step in ensuring procurement of legitimate software for use by government ministries. Lebanon, Malaysia, Poland, and Taiwan have begun to increase enforcement measures.

However, ineffective enforcement of intellectual property rights, commercial piracy - in particular, the growing problem of pirate production of optical media, such as CDs, DVDs, and CD-ROMs - and counterfeiting of consumer products continue to be a global threat. Counterfeiting products, from auto parts to medicines, harm the owner of the property right, and can cause serious health and safety problems for consumers.

### Opportunities in Iraq Reconstruction

The U.S. Commerce Department created the Iraq Investment and Reconstruction Task Force (IIRTF) to assist U.S. and coalition partner companies to participate in the economic rebuilding of Iraq. The IIRTF has developed an authoritative, comprehensive, and unique website ([www.export.gov/Iraq](http://www.export.gov/Iraq)) where companies can learn about the latest developments in Iraq investment and reconstruction, U.S. Government contracting opportunities, and the evolving commercial opportunities in Iraq.

The IIRTF has also established an "Iraq Alert" email service to provide updates on commercial development opportunities in Iraq. More than 3,300 companies from 97 countries, including Bangladesh, have already registered for the email service. Companies can subscribe via the website.

Useful documents currently on the website include the Business Guide for Iraq, the Doing Business in Iraq FAQs, an overview of commercial law in Iraq, and a spreadsheet of current prime contractors.

## Fighting Global Corruption: How You Can Make a Difference

*Released by the Department of State's Bureau for International Narcotics and Law Enforcement Affairs*

### **Accountability - Good Governance Is Good for Businesses and Governments**

Businesses are the most effective advocates in the fight against corruption because they play a part in controlling jobs and investment in the global economy. Good corporate governance procedures provide fair, reliable, and transparent rules that foster trust and confidence for doing business. As corporate citizens, business people are members of and leaders in their communities. Their efforts to establish and adhere to corporate codes of conduct and personal ethical standards have a beneficial effect that ripples through the community.

By working with governments and civil society to promote good governance in global economies, companies help foster a synergy between economic goals and social progress.

Good governance reduces market volatility, encourages foreign direct investment and capital inflows, promotes sustainable economic growth, and produces a more equitable distribution of resources to the people ("fruits of development"). While it is increasingly clear that corporate governance and sound business practices are generally good for business, good governance practices by governments also enhance the integrity of the markets and promote the integration of economies into the global trading system.

Thus, governments and businesses alike have a mutual interest in working together to strengthen public-private governance practices that promote and reward efficiency, innovation, and openness. Moreover, public and corporate governance principles are important in nurturing the investment climate and building a more democratic rule of law-based society.

### **Recognizing and Making Anticorruption Issues Part of the Business-Government Dialogue**

Businesses should let foreign government officials and business partners know that anticorruption and good governance policies will help the economy --

and your company -- sustain long-term growth. Government policies, such as the following, that emphasize transparency, due process, and accountability, make for a strong anticorruption regime:

- Commercial codes that provide protection for international contracts as well as effective dispute settlement and arbitration methods.
- Law enforcement and judicial procedures that promote due process and the rule of law.
- Independent systems to promote and ensure the integrity and efficiency of government agencies.
- Civil service reforms and competitive wages for government employees.
- Predictable and transparent administrative and bidding processes in areas such as procurement and privatization.
- Improved and standardized public accounting, auditing, and management systems.
- Effective bankruptcy and insolvency laws.
- Limits on discretionary authority for officials who perform inspections or audits, oversee procurement, grant licenses and permits, or provide final approval for contracts or projects.
- Oversight mechanisms and appellate remedies to challenge arbitrary or unlawful actions.
- Disclosure of and access to public records and information, and protection for whistleblowers and the media.
- Encouragement of civil society's participation in implementing these policies and anticorruption efforts.

### **U.S. Efforts to Combat Global Corruption: Leveling the Playing Field**

Business thrives on competition. U.S. companies and workers can compete with the best in the global marketplace because of their drive, innovation, and quality products and services.

However, their success depends heavily on their ability to compete on a level playing field. Bribery and corruption tilt the playing field and create unfair

advantages for those willing to engage in unethical or illegal behavior. Corrupt practices penalize companies that play fair and seek to win contracts through the quality and price of their products and services.

In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), effectively outlawing offers, promises, and payments by U.S. firms to foreign officials, political parties, party officials and candidates to secure business advantage.

Since then, the United States has been trying to level the playing field by encouraging other industrialized countries to take similar steps - and these efforts are finally paying off. There has been real progress in building an international coalition to fight bribery and public corruption so that all businesses may fairly compete in the global market place.

One significant milestone is the Organization for Economic Cooperation and Development's (OECD) Convention on Combating Bribery of Foreign Public Officials in International Business Transactions, commonly known as the OECD Bribery Convention, which entered into force in February 1999. The OECD Bribery Convention, signed by 34 countries, marks a sea change in the fight against corruption by obligating its parties to criminalize the bribery of foreign public officials in the conduct of international business.

The OECD Bribery Convention also requires parties to: apply "effective, proportionate and dissuasive criminal penalties" to those who bribe; establish liability of "legal persons" (i.e., corporations, partnerships, and similar business entities) or impose comparable civil sanctions or fines; make bribery a predicate offense for money laundering legislation; improve accounting procedures; prohibit off-the-books accounts; and provide mutual legal assistance and extradition in cases falling under the Convention.

Significantly, the OECD Bribery Convention establishes a mutual evaluation process within the OECD to monitor each participating country's implementation of the obligations under the Convention and enforcement of relevant national laws.

#### **Key Goals of U.S. International Anticorruption Policy**

- Full ratification, implementation, and enforcement of the OECD Bribery Convention by all signatories.

- Nurture stability in democratic institutions and strengthen the rule of law in transitional economies.
- Promote global and regional anticorruption norms and initiatives that deter and punish corruption.
- Ensure transparency in government procurement procedures to enhance openness, disclosure, and predictability.
- Develop ethical and administrative codes of conduct that promote the highest levels of professionalism and integrity in government.
- Engage the business community to join the U.S. and other governments in promoting corporate governance, transparency, and integrity in business operations.
- Foster an active civil society that is involved in participatory governance and upholds democratic principles.

#### **The Emerging Global Anticorruption Environment**

Many international organizations have been making strides in addressing international bribery in business transactions, official public corruption, and transparency issues. Such initiatives represent important steps in building coalitions to combat corruption.

For more than a decade, the U.S. Government has worked cooperatively with the private sector and international organizations on these and other anticorruption initiatives. In working with other nations, the United States continues to encourage a broad range of global and regional anticorruption and transparency initiatives.

The international business community and NGOs are working together to identify clear and objective actions of what should be expected of governments, what governments may expect of each other, and what ultimately their citizens should, through democratic processes, require of their governments.

Such measures strengthen the political will for cooperation on building capacities for action against corruption and for developing effective measures and practices to promote public integrity.