

UNITED STATES- EUROPEAN COMMUNITY TRADE RESOURCES

A Guide to Resources for Conducting
Business in Western Europe

- Consultants, trading firms, and law firms
 - Translators and interpreters
- Hundreds of foreign trade organizations
 - Sources of financing

JOHN S. GORDON
TIMOTHY HARPER

UNITED STATES EUROPEAN COMMUNITY TRADE RESOURCES

**John S. Gordon
Timothy Harper**

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INTRODUCTION

This book is directed to the corporations and individuals that import from, export to, invest in, and otherwise interact with one or more of the European Community (EC) countries. It is a guide to resources in the United States and the EC that gives interested parties the ability to accomplish their objectives. All of the agencies, institutions, service organizations, and private companies identified in this trade resource are specialists available to help Americans do business in the EC.

Part One focuses on resources in the United States. It is presented in thirteen chapters. Chapters 1 and 2 identify public sector resources:

- Agencies and departments of the federal government charged to help American firms achieve corporate profitability in foreign markets
- State organizations that exist to promote increased employment in their states by working to increase exports and international trade activity
- U.S. offices of EC member states and regions that are in the United States to attract new investment.

Chapters 3–7 identify research and trade facilitation resources:

- Publications dealing directly with the EC—its markets, dynamics, laws, regulations, and business opportunities
- Libraries of information specific to the EC and to international trade
- Trade organizations that can support and assist a corporation's market entry, expansion, or investment goals
- Nonprofit or bilateral organizations that provide information, facilitation, access to government policymakers, and the formal and informal personal networks that are critical to long-term success in any market.

Private sector resources are listed in Chapters 8 and 11:

- U.S.-based legal resources that specialize in Europe—how to find them and optimize their value
- Trade consulting firms with acknowledged abilities

- Accounting, finance, and insurance organizations active in the EC and international markets generally
- International marketing organizations that get business done.

There is significant overlap among the trade consultants, accountants, and marketing organizations. There are thousands of firms that offer these services to the public, so the user is directed to additional resources to broaden the resource base beyond the listed firms.

Chapters 12 and 13 identify some of the operational resources needed to capitalize on opportunities in the EC. These resources include translation, language, and travel information services, and the logistics/transportation service firms that move the products in a timely and professional manner.

Many of the U.S. agencies, companies, and service providers have branches or affiliates in the EC. Where possible, these are listed by country so the reader may take advantage of those relationships. Contact is best made through the U.S. headquarters organization.

Part Two provides information on comparable organizations in Europe, on a country-by-country basis. The trade resources for each EC member state are prefaced with an introduction to that country's business practices and a brief statistical profile.

The country listings consist of European-based firms, or branches of U.S. firms that are independently managed in the EC. An American exporter, importer, or investor (generally a direct investor rather than a portfolio investor) may want to get advice from a United States trade consultant while at the same time make contact with a European trade consultant specializing in the opposite activity from within the EC. This resource guide is designed to give the American executive quick and targeted access to relevant trade resources in the United States and the EC. The executive can shop for information, advice, contacts, services, finance, and consulting services on both sides of the Atlantic.

Listings in this resource guide are largely alphabetical, with no preferential order intended, and no recommendations are implied. The fact that a company is not listed does not imply inferior services; it is impossible in the rapidly changing environment of U.S.-EC trade to list every potentially valuable resource. Individual chapters provide direction on finding additional resources.

Some organizations belong within fairly narrow specialties, while others have broad and overlapping services. Some banks and accountants may also provide trade consulting services; site location services may be offered by consultants, accountants, law firms, and marketing organizations, in addition to the site selection services listed in Chapter 5. Some trade and marketing consultants may offer logistics services, thereby broadening the lists of logistics vendors in Chapter 13.

This resource guide provides the initial contact points—names, numbers, and so on—to begin building the network of people in the United States and in the EC that is essential to the success of every international business venture.

PART ONE

United States Resources

1

FEDERAL GOVERNMENT ORGANIZATIONS

The U.S. government can be a major resource of information, guidance, and assistance, for any company that is doing business in or planning to do business with the European Community (EC). A host of agencies have input and influence in the field of international trade. The activities of the principal organizations are identified here. Agencies that have a peripheral impact on trade with the EC have also been listed, with contact information. The principal organizations are:

- U.S. Department of Commerce (DOC)
- U.S. Department of Agriculture (DOA)
- U.S. Department of State (DOS)
- U.S. Trade Representative (USTR)
- U.S. Department of Transportation
- U.S. Department of the Treasury (Customs Service)
- U.S. International Development Cooperation Agency
- U.S. Department of Education
- U.S. Department of Energy
- Export-Import Bank of the United States (EximBank)
- U.S. International Trade Commission

The U.S. Department of Commerce (DOC) is the lead agency and the principal corporate export/international trade resource at the federal level. Within Commerce, the International Trade Administration (ITA) deals with international trade, while the Small Business Administration (SBA) has an Office of International Trade whose activities overlap those of the ITA. Other agencies have an impact and their actions can have long-term negative effects on corporate activity within the EC. For example, the political mission of the Department of State is not always compatible with the export development objectives of other departments.

DEPARTMENT OF COMMERCE

■ Office of European Community Affairs

The OECA is the central contact point in ITA for information on the EC and its impact on U.S. business. OECA's Single Internal Market Information Service (SIMIS) provides a number of services, including:

- A basic information packet on EC 1992
- *Europe Now*, a quarterly newsletter
- Specialized guides to EC legislation
- Information on EC duties, taxes, and customs requirements
- Informational seminars
- Individualized business counseling.

SIMIS maintains a comprehensive database of EC directives, regulations, and other information published by the EC, the U.S. government, and the private sector. Contact:

Single Internal Market Information Service (SIMIS), Office of
European Community Affairs, U.S. Department of Commerce
Rm. 3036, 14th & Constitution Ave., NW, Washington, DC 20230
202-482-5276; Fax: 202-482-2155

The OECA produces a variety of documents relating to EC regulations, directives, and proposals, including:

List of EC 1992 Directives and Proposals. This is updated regularly and provides a running report on legislative initiatives shaping the EC.

Business Guide to EC Internal Market Legislation. These briefs analyze EC 1992 issues and directives and their effects on U.S. business. Available titles include:

Chemicals and European Community Directives

EC Labor Policy

EC Liberalizes Transportation Rules and Upgrades the Infrastructure

EC Telecommunications

EC Testing and Certification Procedures

Environmental Policy

Regulations on Food and Beverages

Intellectual Property Protection

Medical Devices

■ Office of Western Europe

The Office of Western Europe (OWE), like the Office of European Community Affairs, is part of the International Economic Policy group.

These are the *country desks*. Country desk officers provide information on new marketing or exporting opportunities specific to their assigned country. Desk officers provide information on national regulations, trade data, market characteristics, growth rates, and other matters. Any question relating to the country in question is fair game to put to the country desk officer. For the EC, the contact is:

U.S. Department of Commerce, Office of Western Europe,
Washington, DC 20230

(Note: Personnel assignments change, therefore personnel are not listed)

<i>Country</i>	<i>Telephone (202)</i>	<i>Country</i>	<i>Telephone (202)</i>
Belgium	482-5041	Ireland	482-2177
Denmark	482-3254	Italy	482-2177
European Community	482-5276	Luxembourg	482-5401
France	482-6008	Netherlands	482-5401
Germany	482-2434	Portugal	482-3945
Greece	482-3945	Spain	482-3945
		United Kingdom	482-3478

In addition to the country desk personnel, the ITA has a Trade Development group, with personnel assigned to four specific industry sectors:

<i>Industry Group/Office</i>	<i>Telephone (202)</i>
Technology and Aerospace Industries	482-1872
Aerospace	482-4222
Computers, business equipment	482-2990
Microelectronics, med. equip., inst.	482-2010
Telecommunications	482-4466
Basic Industries	482-0575
Automotive affairs	482-0554
Materials, minerals, chemicals	482-0575
Energy, environment, infrastructure	482-5226
Service Industries and Finance	482-5261
Export trading companies	482-5131
Finance, countertrade	482-5131
Service industries	482-3575
Textiles, Apparel, Consumer Goods	482-3737
Textiles, apparel	482-2043
Consumer goods	482-0337

Specific industry group personnel have been assigned to assist businesses regarding their industry group and its interaction with the European Community. Contact: