



The White House Conference for Trade and Investment in Ireland

Northern Ireland and the border counties of Ireland

Washington, D.C. • May 24, 25 and 26, 1995



U.S. DEPARTMENT OF COMMERCE

American Management & Business Internship Training (AMBIT) Program for Northern Ireland & the Border Counties of Ireland

The U.S. Department of Commerce, in collaboration with the International Fund for Ireland (IFI), is launching the American Management & Business Internship Training (AMBIT) program, an initiative designed to help improve the productive abilities of industry in Northern Ireland and the Border Counties of Ireland. AMBIT provides hands-on training in U.S. firms for managers and technical experts from Northern Ireland and the Border Counties, thereby improving their capabilities while enhancing U.S. commercial opportunities in the region and creating more jobs both there and here. AMBIT is one of several U.S. Government economic initiatives announced by President Clinton to demonstrate America's interest in supporting the economic development of Northern Ireland and the Border Counties.

Through AMBIT, approximately 40 managers and technical experts will receive one to six month internships at U.S. host companies in Fiscal Year 1995, while up to an additional 180 participants are expected in Fiscal Year 1996. The host firms will provide participants with comprehensive hands-on training emphasizing the development of advanced management and technical skills. The trainees will gain valuable experience and innovative business and technical ideas which they can adapt to the changing business environments in Northern Ireland and the Border Counties.

The U.S. Department of Commerce will work in partnership with the IFI, an organization established in 1986 by the British and Irish governments to promote economic/social progress and to encourage contact, dialog, and reconciliation in the region. Currently the United States, the European Union, Canada, and New Zealand contribute to the IFI budget.

Under AMBIT, each intern is provided with round trip airfare, medical insurance, orientation and training materials, local transportation, and a \$30 per diem

allowance, to cover meals and incidental expenses. Host firms are responsible for the costs of providing suitable housing. Participating U.S. firms may either select an intern from the AMBIT program's pool of interested managers and technical experts, or may nominate a candidate whom they wish to train. AMBIT will request an intern application from all nominees and reserves the right to interview candidates to determine their suitability.

The AMBIT program is modeled after the Department of Commerce's Special American Business Internship Training (SABIT) program which provides similar internships for managers and scientists from the Newly Independent States (NIS) of the former Soviet Union. SABIT is a proven "win-win" opportunity for participating U.S. firms, the interns, and their home employers. Based on a survey of firms participating in the program, over 60% have reported ongoing business relationships with their former interns. Success stories from the U.S. private sector and the NIS executives abound. As a result of the program, dozens of joint ventures, contracts, distributorships and other forms of business collaboration have been established. It is hoped that these successes will be duplicated by the AMBIT program for Northern Ireland and the Border Counties of Ireland.

U.S. firms interested in participating in this program should contact:

AMBIT
Room 3319
U.S. Department of Commerce
International Trade Administration
Washington, D.C. 20230

Telephone: (202) 482-2076
Fax: (202) 482-2443



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U.S. DEPARTMENT OF COMMERCE

Northern Ireland/Border County Business Information Center (NIBC)

The Department of Commerce has established the Business Information Center to encourage greater trade and investment between U.S. companies and Northern Ireland and the six border counties of the Republic of Ireland (NIBC). The NIBC FLASH is a 24-hour automated fax delivery system that provides quick access to time-sensitive commercial intelligence. This resource can fax a variety of documents on doing business in Northern Ireland and the border counties.

The center provides current market, economic, tourism, and other information useful to U.S. companies -- including information on financing availability. Information on specific trade and investment opportunities in Northern Ireland and the border counties is also available. The center's data bank will be regularly updated with information from U.S. Department of Commerce sources as well as with information from other governments, chambers of commerce, and private sources.

Information from the center can be accessed by any U.S. company using a touch-tone phone and a fax machine. The Department of Commerce will publicize this information to more than 10,000 U.S. companies on the Department's list of companies interested in doing more business in Europe, and will also make the information available through Department of Commerce offices throughout the United States.

For further information about exporting to or investing in the region, please contact:

NIBC Business Information Center
Room 3043
International Trade Administration
U.S. Department of Commerce
Washington, DC 20230
Fax: 202/482-2897
FLASHFAX: 202/501-7488



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THE COMMERCIAL SERVICE OF THE UNITED STATES DEPARTMENT OF COMMERCE

As your company moves toward the global management strategies of the 21st century, you need an international business advocate. A partner. A well-established organization to help you harness the resources necessary to succeed in the global economy. We're here. Look to us, the Commercial Service of the United States Department of Commerce, to help your business grow internationally.

As part of the International Trade Administration, the Commercial Service's strategically located global network operates more than 70 offices in the United States and more than 130 offices all over the world with 1,400 employees dedicated to serving you. Through partnerships with other trade promotion organizations -- public and private -- the Commercial Service offers you comprehensive, customized solutions to your international trade challenges.

Our Mission

The mission of the Commercial Service is to support U.S. commercial interests in the United States and help companies increase sales and market share around the world. Our commitment is to:

- o Promote the export of U.S. goods and services to strengthen the U.S. economy, maintain job security, and create jobs.
- o Protect and advocate for U.S. business interests abroad
- o Assist U.S. firms in realizing their export potential by providing expert counseling and advice, information on overseas markets, international contacts, and trade promotion vehicles
- o Support the export promotion efforts of other public and private organizations, creating, through partnership, a full-service export development infrastructure

The Commercial Service recognizes that exporting is a critical part of ensuring a healthy future for the U.S. economy and American jobs. To that end, we champion the interests of U.S. business around the world, particularly small and medium-sized enterprises.

See what the Commercial Service has to offer and why you can look to us as your international business advisor, your advocate, your partner in export success.

Our Global Network delivers . . .

The Commercial Service is conveniently located where you are and where you want to go -- in offices throughout the United States and in nearly 70 countries abroad. Our domestic and international offices are directly linked through a worldwide communications and information network, which offers a unique and seamless service to U.S. exporters.

and Connects You to Overseas Markets

Your company's successful entry into overseas markets is our goal. No other government agency, and very few corporations, have the global capabilities of the Commercial Service. Knowing that companies like yours survive in the international marketplace on informed and timely decision-making, we have expanded our flexibility and market knowledge through specialized industry- and country-focused teams that take group action to accomplish your company's export goals.

A New Way of Doing Business in the United States

Commercial Service domestic trade professionals serve as the front line for one-on-one federal export counseling. These highly trained individuals provide advice and deliver trade facilitation and business expansion programs to meet your company's individual requirements. Available in virtually all U.S. business centers, the Commercial Service's cadre of trade professionals offer you a unique link to overseas market information, contacts, and trade expertise. With an average of eight years of private sector experience, our team of professionals has the know how to assist you in achieving your international business goals.

In addition, each of our offices work closely with an array of experienced international business partners. These include: a national network of 51 District Export Councils, numerous state and local agencies dedicated to stimulating local economic development through international trade and a variety of private sector partners ready to help you in the demanding field of international business.

Export Assistance Centers

The establishment of Export Assistance Centers throughout the United States is a revolutionary concept in bringing U.S. Government export promotion resources to you. These centers are the result of a cooperative effort primarily among the Commercial Service, the Small Business Administration, and the Export-Import Bank to help you increase international sales through:

- o Export and trade finance counseling
- o Market research
- o Trade contacts
- o Trade promotion events and programs
- o International contract bidding support through the U.S. Advocacy Center

Expanding Your Global Reach

Located primarily in U.S. embassies and consulates, your connection overseas is the Commercial Service and its experienced trade professionals, who will actively pursue business interests for you in individual countries. Dedicated to providing the most professional, expert advice available, these U.S. commercial officers and local Foreign Service nationals blend extensive, private-sector acumen with an intimate knowledge of the language, culture, and business practices of their region. One of several federal agencies participating in the U.S. Government "Country Team" effort to ensure the success of U.S. companies in specific markets, these Commercial Service offices provide country-specific information and proven promotional vehicles. They offer numerous products and services to help you get your firm into the market or assist in expanding your already successful ventures.

Commercial Centers

An exciting new concept internationally is the establishment of Commercial Centers, which are your "home away from home" when doing business abroad. Commercial Centers are strategically located in local business districts, outside of U.S. embassies, to facilitate easy access and efficient business operations. While these centers offer the full spectrum of Commercial services and programs, they also provide rental office space, state-of-the-art computers, and fax and phone facilities. You may also display your products and catalogs in a specially designated section of each center.

Multilateral Development Banks

Trade finance assistance is not limited to our Export Assistance Centers in the United States. Commercial officers are ready to serve you at all five of the multilateral development banks abroad: the World Bank, European Bank for Reconstruction and Development, African Development Bank, Asian Development Bank, and the Inter-American Development Bank.

These experienced business professionals serve as the "inside" people, who can help you understand the ins and outs of bidding on bank-funded projects and winning negotiations. This service is linked to our domestic operations through the Commercial Service's multilateral development bank counseling center at the Department of Commerce in Washington, D.C. Here you will find information and counseling on the billions of dollars in business opportunities available through bank projects.

To meet the ever-changing needs of companies like yours, the Commercial Service continually seeks new and better ways to deliver the help you need. Using a state-of-the-art "team management" approach that begins at the U.S. Department of Commerce headquarters and extends to our network throughout the world, we're able to redistribute our worldwide resources to exploit opportunities for you in the international marketplace. Whether you are in Bangkok or Boston, Johannesburg or Jackson, our experts are ready to help you expand your business abroad.

Reducing Your "Time to Market"

Reducing your risk in entering new markets is a key objective for the Commercial Service. Our custom-tailored "client services" approach includes input from every part of our organization to determine what markets are best prospects for your company. In cooperation with other International Trade Administration agencies, the Commercial Service offers many services and programs to help you obtain information that is useful to you. By implementing a client-focused approach, our unified network makes recommendations as to which products, services, and programs will best help your company successfully enter profitable new markets.

Market Research

To assess potential export markets for your company, market research is available on many industries and major markets around the world through the National Trade Data Bank, several on-line services, or through any Commercial Service office worldwide. Using industry expertise provided by the International Trade Administration's Trade Development industry specialists and policy analysis from International Economic Policy experts, research is developed through our global network of commercial officers and Foreign Service nationals, who are trained in foreign market analysis. Whether your company seeks only basic market statistics or extensive country data, market research can be customized to your requirements.

Getting Your Company in the Market

Trade Events and Programs

From pre-arranged, pre-screened appointments complete with interpreting services and market information in a single market, to low-cost worldwide advertizing for a single product, the Commercial Service offers a variety of promotional tools that give you an opportunity for face-to-face contact with potential trading partners.

When you attend major overseas trade shows, the Commercial Service can provide your company with assistance. In addition, the Commercial Service works directly with trade show organizers from around the world on cooperative programs to promote the purchase of U.S. products. A variety of services help small and medium-sized companies initiate and expand their export sales through industry trade shows. Yet going international does not mean you always have to leave home. The Commercial Service's International Buyer Program brings buying delegations from around the world to you, at more than 20 trade shows in the United States every year. International business centers at these shows are staffed with expert trade professionals and interpreters to help your firm establish international contacts without costly international travel

The Commercial Service in the United Kingdom and Ireland

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24-31 Grosvenor Square
W.1A 1AE London
The United Kingdom
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Mr. Edward W. Cannon
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42 Elgin Road
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Telephone: 011-353-1-6687122
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Mr. Valentino E. Martinez
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14 Queen Street
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U.S. DEPARTMENT OF COMMERCE

THE ADVOCACY CENTER

The Advocacy Center marshals federal government resources to assist U.S. firms compete successfully for major projects and procurements worldwide. The Trade Promotion Coordinating Committee (TPCC) National Export Strategy recommended the creation of the Advocacy Center and its coordinating network of agency activity as an instrument for increasing U.S. export. The Center has been in operation since November 22, 1993

Goals of the Advocacy Center

The Advocacy Center aims to help create jobs and boost U.S. exports through strategic, comprehensive, and focused advocacy support for U.S. firms. By facilitating high-level U.S. official advocacy, the Center aims to help U.S. firms successfully win contracts for major foreign procurements and projects.

How does the Advocacy Center operate

The Advocacy Center consists of a full-time staff of ten professionals and two administrative assistants who can quickly access the diverse resources of the U.S. Government to develop proactive advocacy strategies for U.S. bidders who request advocacy assistance. The staff also uses an automated computer database to track systematically pending foreign projects where advocacy assistance may be necessary. Working with other government agencies, the staff develops strategies to help U.S. industries overcome questionable bidding practices by foreign countries and, when appropriate, recommends responses by the U.S. Government.

The Advocacy Center is the hub of the TPCC network of nineteen government agencies involved in advocacy. The Center closely interacts with the Advocacy Network agencies to develop and coordinate strategies to support U.S. companies that seek advocacy assistance. This governmental support comes in a variety of forms because of the diverse nature and mandates of the Advocacy Network agencies. The TPCC Advocacy Network can provide commercial, technical

assistance, training, financial, and general political support to help U.S. businesses compete effectively with foreign competition.

Much of the strategy development and planning depends upon the quality and timeliness of information known about these foreign projects. The Advocacy Center consults closely with country and industry specialists, overseas posts, TPCC agencies and private industry to gather accurate, up-to-date information on the projects. This information enables the Center to determine whether the project meets the U.S. Government Advocacy Guidelines and to what extent USG advocacy support is appropriate.

How to Reach the Advocacy Center

The Advocacy Center can be reached weekdays from 8:30 a.m. to 6:00 p.m. by telephone at (202) 482-3896 and by fax at (202) 482-3508. The Advocacy Center is located in Room 3814-A, U.S. Department of Commerce, International Trade Administration, Washington, D.C. 20230.

U.S. GOVERNMENT ADVOCACY GUIDELINES

PURPOSE

- o To expand U.S. exports and export-related employment as a means to promote U.S. economic health and well-being.
- o To assist USG personnel in determining whether and to what extent USG support is appropriate in connection with a transaction involving U.S. interests.

BACKGROUND

USG officials, particularly in our Embassies abroad, are increasingly approaching foreign governments on behalf of U.S. commercial interests. In this connection, however, they are often faced with requests to intervene in support of parties to proposed transactions in which there is some question as to the degree and nature of U.S. participation.

USG export promotion policy has historically looked to U.S. incorporation and domestic content in determining whether USG support is appropriate in a particular instance. The increasingly complex nature of international commercial transactions now necessitates revisiting the issue of which factors should be considered in determining whether or not to provide USG advocacy support in any given circumstance. The guidelines that follow are provided to Ambassadors

and Embassy Commercial personnel for the purpose of assisting in these determinations on a case-by-case basis.

The issues that arise with respect to any individual transaction may include, for example: determining whether to support any bid in which the goods or services to be delivered do not contain the traditionally required U.S. content level of more than 50 percent; determining whether to support a bid by a foreign-owned, U.S.-incorporated firm that may or may not contain more than 50 percent U.S. content; differentiating between or among bids by more than one U.S. firm, bids by foreign subsidiaries of U.S. firms, and bids by various consortia where differences in the degree of U.S. participation and viability of the bid may or may not be significant. The guidelines below place a premium on U.S. content, including employment, in the determination of whether and what to extent a given bid is considered to be in the U.S. national interest. While any bid meeting the 50 percent U.S. content threshold is presumed to be in the national interest, bids with lesser U.S. content may, under certain circumstances, also be determined to be deserving of comparable, nondiscriminatory treatment by the USG. Conversely, USG support for a bid may not be in the national interest - even if the bid contains greater than 50 percent U.S. content - if the bidding firm's home market is closed to U.S. firms.

Obviously, no guidelines can address all possible situations likely to be faced by posts abroad. Therefore, in particularly complex cases, consultations with interested Washington agencies may be required before a determination can be reached.

GUIDELINES

1. The overall basis for determining the nature and extend of USG support for a viable bid or proposal in connection with an international transaction shall be the U.S. national interest. A U.S. national interest determination will first weigh and assess the foreseeable, material benefits to the U.S. economy that may potentially be derived from a transaction, and then assess the merit of a request for USG support of any bid or proposal made in connection with the transaction.
2. A bid or proposal in which the U.S. content of the goods or services to be provided exceeds 50 percent of their total value (including material, equipment and labor) shall be presumed to be in the U.S. national interest.
3. In cases, where the U.S. content does not exceed 50 percent, the following factors, often associated with U.S. ownership, may be considered in determining whether USG support of a bid or proposal is in the U.S. national interest.

- o U.S. materials and equipment content.
- o U.S. labor content.
- o Contribution to the U.S. technology base including conduct of research and development in the U.S.
- o Repatriation of profits to the U.S. economy.
- o Potential for follow-on business that would benefit the U.S. economy.

The USG may determine that a bid or proposal that meets one or more of the above factors in a clear and substantial way is in the U.S. national interest.

4. All bids or proposals that are determined to be in the U.S. national interest under paragraphs 2 or 3 above shall be supported by the USG in an equal non-discriminatory manner, except that, in the case of foreign and foreign-controlled bidders, the USG may take into account, with respect to the relevant product or service, the absence of competitive opportunities for U.S. firms in the bidder's home market that are substantially equivalent to those available in the U.S. market for like products or services, as reflected in National Trade Estimate Reports on Foreign Trade Barriers prepared by the Office of the United States Trade Representative.
5. It shall be the responsibility of the firm or entity seeking USG support to advise the post in a timely manner of its interest. Firms should be prepared to substantiate to the satisfaction of the post the applicability of the above criteria, with documentation (when necessary and appropriate). Firms may be informed that their failure to provide such information in a timely manner may preclude USG support.
6. In complex or sensitive transactions (including those specifically referred to in paragraph 4), the post should consult with interested Washington agencies on a case-by-case basis.



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U.S. DEPARTMENT OF COMMERCE

TECHNOLOGY ADMINISTRATION

Technology has never been more important to our nation's well-being. The world's consumers expect a continuous stream of new and improved products and services at competitive prices. We routinely anticipate advances in all sectors of the economy, along with the creation of entirely new industries. Developing and promoting the use of technologies is key to meeting these expectations -- which in turn will create wealth, economic growth, and jobs. Civilian technology truly has become the engine for economic growth. This is what drives the Technology Administration.

Part of the U.S. Department of Commerce, the organization is a focal point for policies and programs that will permit the private sector to excel. The Under Secretary for Technology manages the Technology Administration's three agencies: the National Institute of Standards and Technology (NIST); the Office of Technology Policy (OTP); and the National Technical Information Service (NTIS).

In addition, the Under Secretary links industry's needs and government technology efforts by chairing the interagency Civilian Industrial Technology Committee, part of the President's National Science and Technology Council. Through this group, the Under Secretary leads the government-wide partnership with industry to develop a new generation of vehicles. Other areas of the committee's focus include electronics, manufacturing, materials, environmental technologies, and buildings and construction.

Contacts -- Office of the Under Secretary for Technology
Under Secretary Dr. Mary Good, telephone 202/482-1575
Deputy Under Secretary, Mr. Gary Bachula, 202/482-1091
Public Affairs and Inquiries, 202/482-3037

National Institute of Standards and Technology

With the primary mission of promoting economic growth by working with industry to develop and apply technology, measurements, and standards, the National Institute of Standards and Technology manages a portfolio of programs to meet the needs of U.S. companies.

Advanced Technology Program (ATP): The ATP offers cost-shared awards to industry for the development of high-risk, enabling technologies with significant commercial potential. Individual companies and industry-led joint ventures may compete for awards. ATP accelerated research progress for promising technologies that otherwise might not be developed quickly enough to meet the needs of the global marketplace.

Manufacturing Extension Partnership (MEP): The MEP is a growing network of extension centers and linkages providing hands-on technical assistance to the small and medium-sized manufacturers that make up more than 50 percent of our nation's manufactured output. By 1997, NIST plans to have 100 manufacturing extension centers on-line.

Infrastructural Technologies: Just as the physical infrastructure of roads, bridges, and buildings makes our economy an international force, our technological infrastructure provides the foundation for economic growth. NIST's laboratories provide industry with an array of research capabilities and services. The institute has hundreds of cooperative R&D agreements with companies in areas ranging from manufacturing, information technology, and materials to physics, electronics, and building research. NIST supplies measurement services to companies and other organizations.

Quality Outreach: Based on its management of the Malcolm Baldrige National Quality Award, NIST's quality improvement program has helped companies to focus on the key elements in a successful strategy for management excellence. Large manufacturing and service companies, as well as smaller firms, compete for annual awards. The real winners are the thousands of companies that use the criteria to achieve higher quality products and services -- and greater customer satisfaction.

Contacts -- National Institute of Standards & Technology

Director, Dr. Arati Prabhakar, 301/975-2300

Advanced Technology Program: 1-800-ATP-FUND

Manufacturing Extension Partnership: 301/975-2036

Malcolm Baldrige National Quality Award: 301/975-2036

Laboratory Programs: 301/975-3058

General Inquiries: 301/975-3058

Office of Technology Policy

The Office of Technology Policy (OTP) develops policies to increase the role of technology in enhancing U.S. economic well being and competitiveness. With this broad mandate, OTP aims to improve understanding of the positive link between technology and economic growth. Initiatives range from assessing federal mechanisms to support private-sector research, to developing international science and technology policies, to improving industry access to foreign innovations.

Business Climate Issues. Through continuing dialogue with industry, OTP is identifying government policies of critical importance to the "climate" for private-sector innovation. The goal: work with industry and other government agencies to improve these policies and to create a more positive environment.

Benchmarking Industrial Competitiveness. In partnership with industry, academia, and other federal agencies, OTP is developing a comprehensive, integrated approach to benchmark U.S. industrial competitiveness against foreign companies. This includes development of a macroeconomic perspective on U.S. competitiveness, as well as detailed assessments of specific industry sectors, including especially important service sectors.

Intelligent Manufacturing Systems. OTP leads federal participation in this unique initiative to link international efforts to advance the state of the art in manufacturing. Participants include the United States, Japan, Australia, Canada, the European Union, and the European Free Trade Association.

Manufacturing Assessment. OTP is conducting annual assessments of the U.S. manufacturing base, including the extent to which modern technologies have been adopted. This will help define actions policy markets and U.S. manufacturers can take to promote competitiveness.

Federal-Industry Technology Partnerships. OTP is reviewing federal mechanisms for research collaboration and support. Based on industry views, this work will lay a factual foundation to assess these partnership mechanisms and how they measure up to the government's technology policy objectives.

National Medal of Technology. This Presidential award program celebrates America's spirit of innovation and recognizes individuals, teams, or companies whose inventions have contributed dramatically to an improved standard of living, job creation, and economic growth.

U.S.-Japan Manufacturing Technology Fellowships. OTP manages U.S. participation in this program placing U.S. corporate engineers in Japanese manufacturing enterprises for one year to learn about -- and then use -- Japanese manufacturing and technology management practices.

Japanese Technical Information. OTP serves as the government's focal point for acquiring, translating, and disseminating Japanese technical information.

International Science and Technology Agreements. To ensure that U.S. science and technology pacts with other countries bring positive results for our economy, OTP participates in the negotiation of these agreements.

Contacts -- Office of the Assistant Secretary for Technology Policy

Assistant Secretary for Technology Policy, Dr. Graham Mitchell, 202/482-5687

Deputy Assistant Secretary for Technology Policy, Ms. Kelly Carnes, 202/4825687

International Programs: 202/482-5150

Manufacturing Competitiveness: 202/482-4844

Technology Competitiveness: 202/382-6101

National Technical Information Service

Never before has technical information been generated so quickly and in such large quantities. With technological change around the globe driving the need to access and use data quickly -- before competitors do -- there is an urgency for putting technical information at the fingertips of U.S. companies. That's the challenge taken up by the National Technical Information Service (NTIS).

Nation's Clearinghouse. For nearly 50 years, NTIS has been the nation's clearinghouse for R&D results and other information produced by and for the U.S. government. A self-supporting agency within the Technology Administration, NTIS also disseminates similar information from foreign governments and from domestic and foreign non-governmental sources. To meet the needs of its customers, NTIS is reaching for new markets, partners, and business models.

Easy Access. NTIS makes its information available through an electronic infrastructure that includes on-line and fax services as well as catalogs, newsletters, and phone. FedWorld, an on-line information service, provides a user-friendly, central resource for government information in electronic formats. It is accessible from the Internet and by dial-up, at no charge.

This gateway to more than 60 different government agencies and programs serves clients with limited experience -- and those who are more sophisticated. To help federal agencies improve the efficiency of their own information activities, NTIS offers customized services for collecting, storing, reproducing, and distributing information.

Contacts -- NTIS Order Desk: (703) 487-4650

Director, Dr. Donald Johnson: (703) 487-4636

FedWorld: 703/321-8020 (via modem) fedworld.gov (telnet from the Internet)



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U.S. DEPARTMENT OF COMMERCE

THE UNITED STATES TRAVEL AND TOURISM ADMINISTRATION

The United States Travel and Tourism Administration (USTTA) serves as the Nation's official government tourist office charged with developing tourism policy, promoting inbound tourism from abroad and stimulating travel within the United States.

Established by the International Travel Act of 1961 as the United States Travel Service, the agency was given its present name under the National Tourism Policy Act of 1981. Eleven years later, in 1992, Congress passed the Tourism Policy and Export Promotion Act which further amended the agency's mission.

The agency coordinates and negotiates international tourism policy, conducts statistical and market research, and directs a program of tourism trade development. USTTA's programs are designed to support U.S. states, cities, regions and the private industry, with special emphasis on small businesses, cultural and ethnic communities, and rural areas.

Supported by a 15 member industry-based Travel and Tourism Advisory Board and coordinating an interagency Tourism Policy Council, the agency directs its operations from headquarters in Washington, D.C. The agency also maintains offices in nine overseas locations. These offices are responsible for international markets which have the greatest potential for sending visitors to the United States.

Within the Office of the Under Secretary for Travel and Tourism, the Washington headquarters is comprised of:

- The Office of Tourism Marketing
- The Office of Policy and Planning
- The Office of Research
- The Office of Strategic Planning and Administration.

USTTA MARKETING STRATEGIES IN IRELAND

Activities of the United States Travel and Tourism Administration in Ireland are designed to expand the United States' market share of outbound Irish travel while simultaneously increasing both tourism and export earnings. Programs are operated by the Commercial Service of the United States Department of Commerce with oversight and funding by USTTA.

Current marketing plans concentrate on creating a strategic methodology to develop niche markets and promote multi-cultural tourism; broaden the USA Travel Counselor training program and enhance media outreach and tracking.

Six U.S. market segments have been identified for development by USTTA worldwide. These are: golf/tennis, snow skiing, art/music/theater, soft adventure, lesser know national parks and forests, and discount shopping. Specific product promotions will be developed from this list and customized for the Irish market in close cooperation with local tour operators and the Visit USA Committee members.

The successful travel trade information and education program, funded by the Irish Visit USA Committee and conducted by USTTA will be further expanded.

Travel from Ireland to the United States has increased steadily over the past number of years. The latest reliable figures indicate that approximately 122,000 Irish travelers visited the United States in 1993. However, the total potential market for travel to the United States is estimated at 200,000 with approximately 50 percent of Irish/U.S. traffic using UK gateways for their transatlantic travel.

The outlook for further growth in travel to the United States is excellent. Package holidays, particularly to Florida, are very popular with Irish visitors. Although European sun resorts account for a greater portion of foreign travel from Ireland, reduced transatlantic air fares have made the U.S. more accessible to the Irish traveler.

While Florida continues to be the most popular destination with Irish visitors, other destinations such as New York, California, Boston and New England, Arizona, Washington, Chicago, Louisiana, Georgia, and South Carolina are increasing in popularity. Activity vacations such as golf and skiing are growing markets.

As a further boost to Ireland/U.S. travel, Aer Lingus commenced direct flights from Dublin to New York and Boston on March 27, 1994. Delta Airlines also commenced non-stop Dublin/Atlanta flights on April 6, 1994. These flights were made possible by the lifting of the mandatory Shannon stopover following changes in the bi-lateral airline agreement between Ireland and the United States.

USTTA marketing policies in the Irish market are designed to aggressively market the United States as an international destination; to increase the U.S. market share of outbound Irish travelers; to increase tourism revenues and to increase travel to and within designated regions, particularly to multi-cultural attractions areas and to designated niche markets.

Programmatic resource allocation will increasingly target assistance to states, cities and the U.S. tourism industry in order to promote cooperative marketing efforts to stimulate travel to the United States.

Priority will be given to new-to-market states, cities, and other tourism suppliers and to assist in promoting lesser-known regions, destinations and activities, particularly those with a multi-cultural focus and those identified as niche markets.

PROFILE OF IRISH TOURISM

The Irish Trade and Tourism Minister, Mr. Enda Kenny, recently told an industry group that interest in Ireland is booming since the peace process began and that the Irish Tourism Board has begun promoting the whole island. "Never again will you see a tourist map of Ireland with the northeast corner cut off," he said.

A record 1.3 million visitors traveled to Northern Ireland last year, an increase of 3 percent. In January of this year, tourism inquiries to the Northern Irish Tourism Board in Belfast rose 95 percent to more than 16,000. And inquiries from people in Ireland have risen 500 percent since the announcement of the cease fire, according to a study by the University of Ulster. "There are a million people in the Republic who have never visited Northern Ireland," the study said. "They will now."

Belfast/Dublin flights commenced on May 15th of this year when Jersey European Airways began twice daily service.

The Belfast City Council commissioned a study to develop a tourism strategy for the city over the next 10 years. The study is to be completed by September.

Ireland is to get its first five-star hotel, a 24 million Irish pound, 150 room facility across the street from the Government buildings in Dublin. This is a joint venture between a Northern Ireland hotelier and two Irish businessmen.

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