

International Business News From The Heartland

Heartland International Business Alliance

InterMark3, Inc.

January Exports Continue To Grow. Imports Sizzle.

Special points of interest:

- Both exports and imports rise on falling dollar.
- How does your company manage NAFTA rules of origin? (Let us know by email—info@intermark3.com)
- Filing trademark made easy.
- Nebraska World Trade Week

The year started out on the right foot for Heartland exporters.

They saw exports in the manufacturing sector continue the growth curve established at the end of last year.

January new export orders rose to 52.7, up a notch from December's 51.1.

"What we're seeing is the manufacturing sector taking advantage of the cheaper dollar,"

noted Fred Baehner, who chairs the Heartland International Business Alliance.

Heartland imports have grown even faster. January imports topped out at 59.6, up from December's 55.1.

"Although the weaker dollar supports growth in exports, it hasn't restricted imports into the region," explained Baehner.

January's export

strength continues the growth trend that began last February. It represents a nine-month growth pattern.

EXPORTS

August 2003 Exports: 57.1
 September 2003 Exports: 48.6
 October 2003 Exports: 49.5
 November 2003 Exports: 57.3
 December 2003 Exports: 51.1
 January 2004 Exports: 52.7

IMPORTS

August 2003 Imports: 53.2
 September 2003 Imports: 50.0
 October 2003 Imports: 56.9
 November 2003 Imports: 56.8
 December 2003 Imports: 55.1
 January 2004 Imports: 59.6

Inside this issue:

Heartland Index	1
Morrison Brothers	1
Madrid Protocol	2
Falling Dollar	2
Air Cargo Through KCI	3
Nebraska World Trade Week	3
Index Defined	4

Iowa Manufacturer Works Its Way Through NAFTA Rules Of Origin

Morrison Brothers in Dubuque ,Iowa, began making boilers in 1855. Today it offers over 1200 different products for the worldwide petro-

leum industry. International Director Patti Kunz says, " With this many products, we track some 100 HS codes for sales to our

distributor customers in Canada and Mexico. We have to make sure our NAFTA Rules of Origin are done correctly."

(Continued to Pg 2)

Iowa Company Works Through NAFTA Rules Of Origin (From page 1)



Patti Kunz keeps an eye on NAFTA Rules of Origin at Morrison Brothers.

Kunz explains that she and a company specialist sit down and review the HS codes each year. "With this many products and the thousands of components that go into those products, we have to be sure they're right." She notes that this specialist is a person who

worked in manufacturing and knows the components intimately.

"We began exporting to Mexico, but when the peso was devalued we imported some of our product components from Mexico," Kunz says.

Now the company

manufactures all of its products in the U.S, and exports once again to Canada and Mexico.

Morrison sells to over 40 distributors in Mexico, up from 10 when Kunz began working for the company 3 years ago.

(Continued to Page 4)

File your trademark in one country and automatically see it filed in over 60 countries.

Madrid Protocol Simplifies Trademark Offshore Filings

If you are a small to medium sized company with no in-house legal staff, you are in for a pleasant surprise.

Now you can file your patent or trademark in one country and automatically have it filed in

over 60 countries at the price of a typical single filing.

It's called the Madrid Protocol according to intellectual property attorney Ed Marquette. You can check it out for yourself on the World

Intellectual Property Organization Web site (www.wipo.org) to determine actual costs, and availability for the countries you want to target. "You pay in Swiss francs to WIPO and that's all there is to it." (Cont'd to Page 3)

Falling Dollar Has Its Advantages—Two Ways

Sounds crazy, doesn't it? A weak dollar working both ways? But that's what the data tells us. Both exports and imports are rising. (see Page 1) What gives? According to

some experts, the falling dollar moves exports while an improving U.S. economy stimulates imports. But if offshore goods really cost more, why are we buying? Could it be that

Heartland manufacturers need the inputs to keep up with growing demand for their products? Next month, we'll examine this issue more fully. If you have an opinion, email us.

Kansas City International Airport Eyes Increased Cargo Flights

If you're shipping international air freight out of O'Hare, you may find a faster route through Kansas City.

According to Air Cargo Manager Gary Bartek, "More and more exporters are finding that the availability of lift out of O'Hare is taking too much valuable time."

By the time you truck your goods to Chicago and wait for a day or two for airlift, you could have flown it to its destination, if KCI calculations hold up.

"We already have daily flights in and out of Canada," notes Bartek. "The next step is to do the same with freight to

Mexico." It doesn't take a genius to see that if you're shipping from Kansas, Missouri, Iowa or Nebraska, the shorter route to Mexico City is through KCI, not O'Hare.

For more information on this, you may contact Bartek at (816) 243-3160.



The Kansas City International Airport is the Heartland's air cargo gateway to the world with 9 all-cargo carriers servicing shippers from this region.

Nebraska World Trade Week To Focus on Free Trade In May.

"The Value of Free Trade & Globalization" is the focus of the Nebraska World Trade Conference May 25th in Omaha. This day-long conference focuses on broad aspects of trade, and features John Donaldson, Senior Ex-

ternal Affairs Counselor from the World Bank, along with Governor Mike Johanns.

Officials from Mexico, Britain and the Czech Republic will address the value of free trade as it relates to their

countries.

To get more information, email mita@mitaonline.org or call the Midwest International Trade Association (MITA) office at (402) 596-1210.

www.mitaonline.org

"The value of free trade is in the way it benefits the people of the Heartland. It creates more jobs."

Paul Warfield, Director
Int'l Trade Services
First National Bank

Madrid Protocol Simplifies Offshore TM Filings (Continued from Pg. 2)

Say, for example, you want to file a trademark in Japan, Brazil, China and Australia. According to Marquette, "You file your U.S. mark in Japan with the protocol, and you are covered in all

those countries for 10 years." Another bonus of the protocol is that you pay perhaps a total of \$1500 for all 4 countries, whereas in the past you'd end up paying \$1500 per country

filing according to Marquette.

The EU still offers its CTM single registration for all its member countries. For more information, email Marquette: emarquette@earthlink.net



Your trademark is good in most major cities of the world thanks to the Madrid Protocol.

*Heartland International Business
Alliance InterMark3, Inc.*

Published by InterMark3 International
Communications, Inc.
5929 Albervan Street, Ste. 100
Shawnee, KS 66216 USA

Phone: 913.248.7770
Fax: 913.248.7771
Email: info@intermark3.com

**Serving international companies in
America's Heartland since 1989.**

WE'RE ON THE WEB
WWW.INTERMARK3.COM
HEARTLAND USA

Serving America's Heartland with international business news, we keep companies aware of developments affecting their global sales. Each month, we'll bring you the latest trend in new export orders and imports for this nine-state region. Our exclusive Index is the only real-time, leading economic indicator of changes in exports and imports.

The Index is comprised of more than 1100 responses to monthly surveys from purchasing managers in Arkansas, Iowa, Kansas, Minnesota, Missouri, Nebraska, Oklahoma and North and South Dakota.

We'll also keep you updated with news, trends and regulations that affect your business. If you have suggestions to make *NEWS* more informative, please send your suggestions to info@intermark3.com.

Iowa Company Handles NAFTA Rules of Origin (Continued from Page 2)

"We look for niche markets to sell into," notes Kunz. "Because the gasoline station industry tends to be pretty regulated, we try to find products that will fit those regulated markets."

She explains that one time an offshore customer asked for a new product. Kunz did not know how to classify the HS code. "I went to the Department of Com-

merce for help on that one," she confesses.

But most of the time Kunz and the people at Morrison get it right from the onset, and stay on top of any product changes that might alter the HS classification.

According to its Web site, (www.morbros.com) the company makes the most complete line of AST

Equipment in the world. Its products cover a broad spectrum of the industry.



Founded in 1855 in Dubuque, Iowa, Morrison has become a leading exporter of petroleum marketing equipment.