

High Schoolers Ponder Latin American Issues At 32nd World Affairs Institute

Nearly 300 high school students from the region got an emphatic reminder of the importance of Latin America as a cultural and economic force in their lives at the 32nd Annual World Affairs Institute on Wednesday, Nov. 13.

Spanish -- not English -- is the dominant language of the Americas; U.S. companies do more business with Latin America than with any other part of the world; and the region demonstrates the world's strongest commitment to democracy thanks to tenacious popular support south of the border.

These were a few of the key themes running through speeches and panel discussions during the day-long conference -- titled "Looking South: Prospects for Democracy in Latin America" -- held at Two Mellon Center in Pittsburgh, and sponsored by the [World Affairs Council](#) and [Rotary International](#).

Students from more than 120 schools in western Pennsylvania and southern Ohio heard from leading authorities on Latin America from government, business, academic and policy analysis sectors.

Keynote speaker Frank Gomez, President of the [Pan American Development Foundation](#), set the tone for the conference by linking the development of the Free Trade Area of the Americas (FTAA) and other free trade efforts to the future of democracy.

"Free trade, as the name implies, is about freedom -- across the board," he told the group. "It means freedom of movement, association, speech, press, the freedom to save and invest, to take risks, to challenge authorities, to create institutions and to strengthen civil society."

Other participants in the conference highlighted the success stories and the current challenges in Latin America, including the instability in Argentina and Venezuela, and the new government in Brazil.

Many of the students proved their knowledge of the topic by lining up at the microphones to challenge the panelists with probing and insightful questions.

For more information on the conference, see the World Affairs Council web site at www.worldaffairspittsburgh.org.

RELATED STORY INSIDE: Brazilian Ambassador Speaks



Warhol Exhibit To Entice French Visitors

French tour operator *La Maison des Etats Unis* plans to stage an exhibit of Andy Warhol's artwork next February in its Paris offices to promote its five-day travel packages to Pittsburgh.

The month-long show demonstrates the strength and appeal of Warhol's work on the international scene, and emphasizes his growing importance as a popular attraction for visitors to Pittsburgh.

[The Greater Pittsburgh Convention & Visitors Bureau](#) and [The Andy Warhol Museum](#) in Pittsburgh helped organize the Paris exhibit.

Murphy And Masloff Join Local Leaders On Week-Long Trade Mission To China

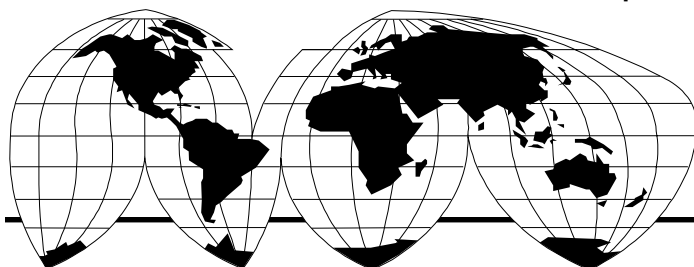
Pittsburgh Mayor Tom Murphy was joined by former Mayor Sophie Masloff, City Council President Gene Ricciardi and a dozen local leaders in a seven-day trade mission to China, where they were scheduled to visit Pittsburgh's sister city of Wuhan, located in the area known as China's Optics Valley.

The visit, which began Nov. 14, coincided with the 20th Anniversary of Pittsburgh's relationship with Wuhan, a city of 7 million people in southeastern China. Masloff visited the city in 1992, when she was mayor. Murphy last visited in 1998.

Also joining the group was Dr. Mulugetta Birru, Executive Director of the [Urban Redevelopment Authority of Pittsburgh](#).

The delegation visited several optics companies in Wuhan and toured the facilities of Wuhan-TRACO Lingyun Energy Saving Windows & Doors Co., Ltd., a joint venture between [TRACO](#), the Cranberry window manufacturer, and a Chinese firm.

The group, which included area business officials, lawyers and academics, also was scheduled to meet with Wuhan government officials to discuss a possible alliance to study environmental solutions through joint projects and academic exchanges.



PNC Wins State Exporting Award For Assisting, Funding Companies

PNC Bank, a member of [PNC Financial Services Group](#), was named a winner of the 2002 Pennsylvania Governor's Export Excellence Awards.

The prestigious awards were presented by Gov. Mark Schweiker, recognizing PNC's Global Treasury Management team for "encouraging, assisting and guiding Pennsylvania companies as they explore markets and trading opportunities outside of the United States."



International students and their families contributed more than \$500 million to Pennsylvania's economy during the 2000-2001 academic year.

Source: Assn. of International Educators

U.S. Steel Unit Wins Technology Contract With Chinese Steel Firm

UEC Technologies LLC, a subsidiary of U.S. Steel Corp., has been chosen by Anshan Iron and Steel Group, one of China's largest state-owned steel producers, to provide an order fulfillment system to increase the efficiency of Anshan's order management process.

Anshan employs 130,000 people producing 10 million tons of rolled steel products per year.

For more information visit www.uec.com or call 800-842-8877.

Welsh Delegation Studies Economic Development Efforts In SW-PA

A delegation from the newly formed National Assembly of Wales came to Southwestern Pennsylvania in October to study how the region has made the transition from heavy industry to a more diverse economy.

The nine-member group from Cardiff, Wales focused on broadband internet penetration into the region, which is seen as a major source of development in Wales.

The delegation was sponsored by the U.S. State Department's International Visitor Program and hosted locally by the [Pittsburgh Council For International Visitors](#).

Duquesne CITRA Helps Small Businesses Comply With European Trade Rules To Expand Markets

The Center for International Trade Regulation Assistance (CITRA) at Duquesne University's Chrysler Corp. Small Business Development Center guides U.S. businesses through the CE marking process, which affirms that a product complies with European product safety and environmental regulations.

CE marking is a mandatory legal requirement for many products sold in Europe. Once a product complies with CE marking, it can be sold freely in more than 22 European countries, a market consisting of nearly 350 million people.

Products covered by the CE mark include computers, toys, construction products, medical devices, machines of all types and many other manufactured goods exported to Europe.

Through printed materials, interactive technology, and seminars, CITRA presents business leaders throughout the United States with an overview of the opportunity and the skills necessary to sell these products and many others to an ever-expanding global marketplace.

Countries currently mandating CE marking include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, U.K., Norway, Liechtenstein, Czech Republic, Hungary, Latvia and Lithuania.

For more information, call 412-396-6233 or visit CITRA's website at www.citra.duq.edu.

TRADE OFFICE

FOCUS



Brazilian Trade Office

Pennsylvania Trade Representative: Fabio Yukio Yamada
Amcham Business Center
Rua Antonio Das Chagas, 945
Sao Paulo - SP
CEP 04714-001, BRAZIL
Tel: 011-55-11-5180-3626 / Fax: 011-55-11-5180-3670
E-mail: fabioyamada@uol.com.br

Immigration Seen As Key To Workforce Growth

If the Pittsburgh economy is going to grow, so must its workforce. And if the local workforce is going to grow, then the region must attract people from outside the area.

That increasingly popular point of view is supported by a recent report from Duquesne University's Center for Competitive Workforce Development called "New Americans and the Future of Pittsburgh: International Communities and Regional Economic Development."

A shortage of young people to replace workers who retire in the region could lead to a shortage of 125,000 workers within 10 years, the report said.

The region can benefit by attracting new Americans, although it has failed to do so in the past decade, the report said.

During the 1990s, the foreign-born population in the largest U.S. cities increased by 55 percent, but Pittsburgh only gained 8 percent during that time.

For more information, call Silvio Baretta, Ph.D., at 412-325-1565, ext. 29.



Brazilian Ambassador Predicts Smooth Transition After Recent Election Of New President Da Silva

Brazilian Ambassador Rubens Antonio Barbosa predicted no great upheaval in his country after last month's election of left-leaning president Luiz Inácio Lula da Silva, popularly known as Lula.

Speaking at a banquet to honor speakers in Pittsburgh for the World Affairs Council's 32nd World Affairs Institute, which focused on the prospects for democracy in Latin America, Barbosa predicted that da Silva would continue to pursue reforms to reduce inflation and the country's fiscal deficit, and create economic opportunities.



BARBOSA (file photo)

"What we saw in Brazil was an alternation of power, which is something you take for granted in the United States," he said.

As with leadership changes in this country, new policies will be introduced, but most core policies will remain the same, Barbosa said.

"The stabilization programs will remain there," he said. "What's going to change is the emphasis."

The Ambassador, who was also in Pittsburgh for the Pennsylvania-Brazil Business Summit sponsored by the [Brazil-U.S. Business Council](#), described the election as a vote for change by people who approved of reform policies but hadn't felt their benefits.

Barbosa commended the United States for responding "very positively" to da Silva's election, but predicted a difficult period ahead for the new leader as he forms a coalition government and tries to spark economic growth.

Looking forward to a visit by da Silva to Washington, D.C., Barbosa said: "I am confident that in all areas, our bilateral relationship, which is now at a very high level, will be improved and enhanced."

International Arbitration Forum To Be Held Dec. 12

A day-long forum on the arbitration of international commercial disputes will be held Dec. 12 in Pittsburgh in the Mellon Auditorium, Room 1000, at Two Mellon Center.

Sponsored by the International Centre for Dispute Resolution (ICDR), in conjunction with Reed Smith and Mellon Financial Corp., the forum will address U.S. and international corporate perspectives on international dispute resolution.

The forum is designed for corporate counsel, commercial law practitioners, business executives and government leaders.

Speakers include representatives of the American Arbitration Association, major area corporations and the U.S. Department of State.

The ICDR was established in 1996 as a separate division of the American Arbitration Association to further enhance the delivery of conflict management services around the globe.

The program is free of charge. However, space is limited to the first 200 registrants. The registration deadline is Dec. 9. For more information, contact David Ulicne at 412-261-3617 or e-mail UlicneD@adr.org.

For more information on the AAA and alternative dispute resolution, go to their website at www.adr.org.

Summa Technologies Has Deep Roots And Major Clients In Brazil

Summa Technologies, Inc., knows Latin America, particularly Brazil. The Pittsburgh-based technology consulting firm has its roots – and some of its largest clients – in that country. Last year, Summa opened a subsidiary, Summa Technologies Do Brasil LTDA, in São Paulo.

The company was founded in 1996 by Ed Engler, who was working on a large project for a bank in Curitiba, Brazil. According to Engler, "We had recruited some of the best and brightest talent in the area, and invested a lot of time in training them in the relevant technologies. When that project was complete, there was no relevant work for these individuals in the area."


Engler moved back to Pittsburgh, started Summa Technologies, and gradually recruited a significant percentage of the team to work in the U.S.

Over the years, Summa consultants oversaw the development of major software systems among São Paulo universities and large application server vendors including IBM, iPlanet and BEA Systems. Today, Summa Brazil clients include Bank of Boston SA, Caixa Economica SA, Citibank SA, DATASUS and Sun Microsystems.

Summa, which was recently named the fastest-growing privately held company in Pittsburgh by the Pittsburgh Business Times, provides consulting services, specializing in architecture, design and development of scalable, secure and reliable enterprise applications. Summa also offers classroom-based, instructor-led training for Java, XML and Web Services.

For more information on Summa Technologies, go to their website at www.summa-tech.com.



 **The 44 publicly traded companies in SW Pennsylvania generate 29 percent of their revenues - \$19.9 billion - from outside the United States.**

Source: Pittsburgh Regional Alliance

Rotary Clubs Seek Area Professionals For Goodwill Exchange To Mexico In 2003

Rotary Clubs in Allegheny, Beaver, and Westmoreland counties are seeking four outstanding professionals to visit Mexico in April-May 2003 as part of the group study exchange program of the Rotary Foundation.

Through the program, a team of professionals exchange visits between Mexico and the United States. The award involves a four-week visit to Mexico during which team members share personal knowledge of their own country and experience the customs, vocations, and lifestyles of Mexico.

The purpose of a group study exchange is to promote international understanding and goodwill through person-to-person contact.

The Rotary Foundation provides a round-trip air ticket at no charge to the team member, and local Rotarians in the host country provide meals, lodging and group travel in Mexico. Team members pay for personal and incidental expenses.

Professionals interested in applying must be employed full-time in a recognized business or profession. Young professionals between ages 25-40 are encouraged to apply. Applicants must live or be employed in Rotary District 7300 which encompasses Allegheny, Beaver, and northern Westmoreland county.

For an application, please contact your local Rotary Club or Cecelia Carson, District Coordinator, at 724-337-6762, or e-mail her at cecelia@microconnect.net. Deadline for applications is Dec. 15.

GLOBAL BUSINESS LINKS

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KOREA ECONOMIC BRIEFS – Business news and the latest trends from **Korea**. Send e-mail to hjeon@pennsylvania.or.kr with SUBSCRIBE in the subject line.

THE FORTNIGHTLY REPORT - A review of **Israeli** & regional business developments and news, at www.atid-edi.com/bw.htm. You'll find subscription instructions on the site.

Welcome to globalpittsburghNEWS

This newsletter showcases Southwestern Pennsylvania as an attractive center for international communities, business and tourism.

GlobalpittsburghNEWS will be published 10 times per year. To receive your free copy, contact Sky Foerster at the World Affairs Council, phone 412-281-7970 or e-mail him at skyf@worldaffairspittsburgh.org. You may also contact Roger Cranville at the PRA at 412-392-1000 or by e-mail at rcranville@regionalalliance.org. If you have story ideas, contact Thomas Buell, Jr. at 412-720-2218, or e-mail tcbuell@attbi.com.

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Airport Authority Names New Economic Development Director

The Allegheny County Airport Authority has hired William R. (Randy) Forister as its new Economic Development Director, effective immediately.

Forister will oversee economic and real estate development at Pittsburgh International Airport, as well as efforts to attract more air cargo to PIT.

He comes from a job as Real Estate Development Director at the Rickenbacker Port Authority, Columbus, Ohio, which operates Rickenbacker International Airport.



Pittsburgh has fewer foreign-born persons per capita than Salt Lake City, Oklahoma City, or Kansas City.

Source: U.S. Census and Duquesne University

ORGANIZATIONS

Allegheny County Airport Authority
1000 Airport Boulevard, Suite 4000
Pittsburgh, PA 15231
412-472-3700
www.flypittsburgh.com

Greater Pittsburgh Convention & Visitors Bureau
425 Sixth Avenue, 30th Floor
Pittsburgh, PA 15219
412-281-7711
www.visitpittsburgh.com

Pittsburgh Council For International Visitors
315 S. Bellefield Avenue #413
Pittsburgh, PA 15260
412-624-7800
www.pciv.org

Pittsburgh Regional Alliance
425 Sixth Avenue
Pittsburgh, PA 15219
412-392-1000
www.pittsburghregional.org

World Affairs Council of Pittsburgh
501 Grant Street, Suite 1175
Pittsburgh, PA 15219
412-281-7970
www.worldaffairspittsburgh.org

The publication of **globalpittsburghNEWS** is made possible through the generous support of The Alcoa Foundation and The Heinz Endowments.