

would have no impact on FTZ 126's authorized subzones.

In accordance with the Board's regulations, Christopher Kemp of the FTZ Staff is designated examiner to evaluate and analyze the facts and information presented in the application and case record and to report findings and recommendations to the Board.

Public comment is invited from interested parties. Submissions (original and 3 copies) shall be addressed to the Board's Executive Secretary at the address below. The closing period for their receipt is June 25, 2010. Rebuttal comments in response to material submitted during the foregoing period may be submitted during the subsequent 15-day period to July 12, 2010.

A copy of the application will be available for public inspection at the Office of the Executive Secretary, Foreign-Trade Zones Board, Room 2111, U.S. Department of Commerce, 1401 Constitution Avenue, NW., Washington, DC 20230-0002, and in the "Reading Room" section of the Board's Web site, which is accessible via <http://www.trade.gov/ftz>. For further information, contact Christopher Kemp at Christopher.Kemp@trade.gov or (202) 482-0862.

Dated: April 19, 2010.

Andrew McGilvray,
Executive Secretary.

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BILLING CODE 3510-DS-P

DEPARTMENT OF COMMERCE

International Trade Administration

Beauty and Cosmetics Trade Mission to India

AGENCY: International Trade Administration, Department of Commerce.

ACTION: Notice.

Mission Description

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service (CS) is organizing a Beauty and Cosmetics Trade Mission to India (New Delhi, Mumbai and Bangalore), November 15-19, 2010. Led by a senior Department of Commerce official, the mission will assist U.S. beauty and cosmetics companies to identify prospective representatives, distributors, partners, and end-users in the vibrant Indian market. The cosmetics/beauty industry is one of the booming retail sectors in India with very strong potential for new-to-market

(NTM) U.S. companies. U.S. products are perceived to be very high quality in India and are in high demand. Mission participants will have a first-hand opportunity to assess market potential in India and to meet key decision makers. Trade mission participants will have customized meeting schedules to meet with potential partners, professional end-users, major retailers and key government and regulatory officials.

Commercial Setting

The emergence of a young urban elite population with increasing disposable income in cities, including an increase in the number of working women increase looking for lifestyle-oriented and luxury products is the main driver of demand for imported cosmetics products. Indian consumers tend to look towards international brands as lifestyle enhancement products.

The total size of the Indian retail beauty and cosmetics market is currently estimated at \$950 million. The overall beauty and wellness market, which includes beauty services, is \$2.68 billion. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the United States and European market. Premium global brands are gaining sales as Indian consumers gain exposure to the global media and move from functional items to advanced and specialized cosmetic products. With the beauty service industry growing rapidly in India, the spa segment in India is also attracting a lot of attention. The spa industry over the last five years has shown tremendous growth, not only in the number of spas, but also in the diversity of spas and products available. The spa and body treatment segment is estimated to be approximately \$772 million over the next five to eight years.

Now is the time for U.S. beauty and cosmetics firms to enter the Indian market. European competitors have already been very aggressive. U.S. products viewed as high quality but awareness levels are low for smaller U.S. brands. Even with a good growth rate, penetration of cosmetic and toiletries is very low in India. With a 15-20% growth rate in this sector, this translates into tremendous potential for U.S. companies.

Recruitment efforts for the trade mission will focus on the dynamic growth opportunity areas such as color cosmetics, fragrances (fragrance is the most popular import purchase), specialized skin care and hair care products, professional salon products, nail care products, and spa equipment and products.

Additionally, the trade mission will allow the participating U.S. companies to learn about potential regulatory changes that would require all foreign cosmetics companies to register their products before being allowed to sell (Note: Indian companies are already required to register; so far foreign companies have been exempted from this requirement). If this proposed change to the Indian Drugs and Cosmetics Act of 1940 passes, foreign companies importing products would receive certificates with three years' validity, whereas companies manufacturing in India would have certificates valid for five years. Moreover, the trade mission participants will learn about India's labeling requirements. While not especially onerous, the labeling requirements must be adhered to in order for U.S. companies to sell in India.

Mission Goals

The goals of the Beauty and Cosmetics Trade Mission to India are to: (1) Introduce U.S. mission participants to the vibrant Indian market, especially in the three large metropolitan cities of Mumbai, New Delhi, and Bangalore, to assess business opportunities; (2) establish valuable contacts with prospective agents, distributors and retailers; and (3) meet with Government regulators to understand the policy and regulatory framework and to explain American industry experience and best practices.

Mission Scenario

Participants will visit three of the India's key metropolitan centers. The mission will have access to major countrywide markets, as well as Indian government officials and U.S. Embassy staff for regulatory and business climate briefings.

New Delhi—the capital city of India where participants can meet with government officials to learn about policies and regulations, particularly current labeling requirements and potential registration issues, which would impact all U.S. beauty/cosmetics companies.

Mumbai—the business and financial capital of India where there will be meetings with appropriate customs and government officials, industry associations, networking reception and site visits.

Bangalore—a booming city with an organized retail market and the first destination of many global consumer brands, especially luxury labels.

During the trade mission participants will receive: (A) Briefings on beauty and cosmetic markets in India; (B) one-on-

one meetings tailored to each firm's interests; (C) introductions to potential agents/distributors, facility

administrators, and purchasing managers through group events; (D) site visits if applicable; and (E) meetings

with local business representatives and government officials, as appropriate.

PROPOSED TIME TABLE *

Day of week	Date	Activity
Sunday	November 14, New Delhi	Arrive in New Delhi.
Monday	Nov. 15, New Delhi	Informal no-host dinner and greeting by U.S. Commercial Service staff. Mission meetings officially start. Morning—Embassy Briefing. Afternoon—One-on-one meetings. Networking reception hosted by the Minister Consular for Commercial Affairs.
Tuesday	Nov. 16, New Delhi/Mumbai	On regulations—Meetings with GOI/consultant. One-on-one meetings. Networking lunch. Site visit to a Spa/Retail outlet. Late evening depart for Mumbai.
Wednesday	Nov. 17, Mumbai	Breakfast briefing. One-on-one meeting. Network lunch hosted by Chamber of Commerce/Industry Association. One-on-one meetings. Networking reception hosted by the Consul General.
Thursday	Nov. 18, Mumbai/Bangalore	Mall/Retail tour/Trade fair visit. Evening depart for Bangalore.
Friday	Nov. 19, Bangalore	One-on-one meetings followed by. Networking lunch. Afternoon—Site visit to a Mall/Retail Tour/Spa, or U.S. Cosmetics Trade Day in association with a major local retailer (TBD). Trade Mission Officially Ends.

* **Note:** The final schedule and potential site visits will depend on the availability of local government and business officials, specific goals of mission participants, and air travel schedules.

Participation Requirements

All persons interested in participating in the beauty and cosmetics trade mission to India must complete and submit an application package for consideration by the Department of Commerce. All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria as outlined below. A minimum of 10 and a maximum of 20 companies will be selected to participate in the mission from the applicant pool. U.S. companies already doing business in India as well as U.S. companies seeking to enter the region for the first time are encouraged to apply.

Fees and Expenses

After a company has been selected to participate on the mission, a payment to the Department of Commerce in the form of a participation fee is required. The participation fee will be \$4,600 for large firms and \$3,900 for a small or medium-sized enterprise (SME),* which includes one principal representative. The fee for each additional firm representative (large firm or SME) is \$750. Expenses for lodging, some meals, incidentals, and travel will be the responsibility of each mission participant.

Conditions for Participation

- An applicant must submit a completed and signed mission application and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation. If the U.S. Department of Commerce receives an incomplete application, the Department may reject the application, request additional information, or take the lack of information into account when evaluating the applications.
- Each applicant must also certify that the products and services it seeks to export through the mission are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have at least 51 percent U.S. content of the value of the finished product or service.

Selection Criteria for Participation

Selection will be based on the following criteria:

- Consistency of the applicant's goals and objectives with the stated scope of the trade mission.
- The suitability of the company's products or services to the Indian cosmetics and beauty market.
- Applicant's potential for business in India, including likelihood of exports resulting from the mission.

Referrals from political organizations and any documents containing references to partisan political activities (including political contributions) will be removed from an applicant's submission and not considered during the selection process.

Timeframe for Recruitment and Applications

Mission recruitment will be conducted in an open and public manner, including publication in the **Federal Register**, posting on the Commerce Department trade mission calendar (<http://www.ita.doc.gov/doctm/tmcal.html>) and other Internet web sites, press releases to general and trade media, direct mail, notices by industry trade associations and other multiplier groups, and publicity at industry meetings, symposia, conferences, and trade shows. CS India will work in conjunction with the U.S. Export Assistance Centers, which will serve as a key facilitator in establishing strong commercial ties to the U.S. companies in the targeted sectors nationwide.

Recruitment for the mission will begin immediately and conclude no later than Friday September 10, 2010. The U.S. Department of Commerce will review all applications immediately after the deadline. We will inform applicants of selection decisions as soon

as possible after September 10, 2010. Applications received after the deadline will be considered only if space and scheduling constraints permit.

Contacts

U.S.—Ontario, CA U.S. Export Assistance Center:

Tony Michalski, Senior International Trade Specialist, Ontario, CA, Phone: 909-466-4137, E-mail: tony.michalski@mail.doc.gov.

U.S. Commercial Service in India:

Aliasgar.Motiwala, Commercial Specialist, Mumbai, Tel: (91-22) 2265 2511, E-mail:

Aliasgar.Motiwala@mail.doc.gov.

Manjushree Phookan, Commercial Specialist, Bangalore, Tel: (91-80) 2220 6404, E-Mail:

Manjushree.Phookan@mail.doc.gov.

Srimoti Mukherji, Commercial Specialist, New Delhi, Tel: (91-11) 2347 2226, E-Mail:

Srimoti.Mukherji@mail.doc.gov.

* An SME is defined as a firm with 500 or fewer employees or that otherwise qualifies as a small business under SBA regulations (see http://www.sba.gov/services/contracting_opportunities/sizestandardsttopics/index.html). Parent companies, affiliates, and subsidiaries will be considered when determining business size. The dual pricing schedule reflects the Commercial Service's user fee schedule that became effective May 1, 2008 (for additional information see <http://www.export.gov/newsletter/march2008/initiatives.html>).

Lisa Huot,

Global Trade Programs, Commercial Service Trade Missions Program.

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BILLING CODE P

DEPARTMENT OF COMMERCE

International Trade Administration

Business Development Trade Mission to Baghdad, Iraq

AGENCY: International Trade Administration, Department of Commerce.

ACTION: Notice.

Mission Description

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service (US&FCS) is organizing a trade mission to Baghdad, Iraq. This mission is scheduled for October 2010* and has been created to assist U.S. firms find business partners and sell equipment and services in the promising Iraqi market. This mission will be led by a Senior Commerce

Department official*. Nearly two thirds of Iraq's 112 billion dollar economy relies on our target export industries such as petrochemical technology and machinery. Therefore, our targeted sectors include, but are not limited to: oil and gas (including oil field and upstream equipment, technology, and services); construction (including engineering, architecture, transportation, and infrastructure); and information and communications technology. The mission's goal is to provide U.S. participants with first-hand market information, access to government decision makers as appropriate from the Government of Iraq (GOI), as well as one-on-one meetings with business contacts, including potential agents, distributors, and partners, to position themselves to enter or expand their presence in these sectors.

Commercial Setting

The unprecedented interest of the United States-Iraq Business and Investment Conference (USIBIC) and the successful talks from the United States-Iraq Business Dialogue (USIBD), both held in mid-October 2009, have opened a unique economic and investment window of opportunity in the region. The mission will also follow Iraq's successful national elections, held on March 7, 2010.

Iraq continues to improve its security and to build an environment that is more conducive to trade and economic development. In November 2009, the Iraq Parliament passed an amendment to Investment Law No. 13 that would allow foreigners to own land for housing projects. It is designed to help streamline regulations and applications for foreign business and investment. Iraq's government has budgeted over \$80 billion for infrastructure development, focusing on a number of large projects relating to construction, highways, railways, telecommunications, and security and defense.

Baghdad is the capital of Iraq. With a municipal population of 6.5 million (out of 29 million total in Iraq), it is the largest city in Iraq and the second largest in the region. Iraq's gross domestic product (GDP) grew from \$57 billion in 2006 to \$112 billion in 2009. GDP per capita has surpassed \$3,000 and is forecast to exceed \$4,500 by 2014. The U.S. is Iraq's 3rd largest trading partner, directly behind Syria and Turkey.

Iraq has a business culture in which deals are made on the strength of personal contacts. This trade mission offers U.S. company representatives an

excellent introduction to a broad range of Iraq officials as well as an opportunity to begin identifying appropriate business partners.

Mission Goals

The goal of the trade mission is to provide U.S. participants with first-hand market information, access to government decision makers as appropriate and one-on-one meetings with business contacts, including potential agents, distributors, and partners, so that they can position themselves to enter or expand their presence in Iraq. Thus, the mission will:

- Improve U.S. industries' understanding of commercial opportunities in Iraq.
- Facilitate business meetings between U.S. and Iraqi businesses to expand U.S. exports to Iraq and U.S. commercial opportunities in Iraq.
- Introduce U.S. industry to the Baghdad business community and government leaders.

Mission Scenario

The Trade mission will take place in Baghdad, Iraq. Participants will meet with new business contacts, learn about the market by participating in Embassy briefings, and explore additional opportunities at networking receptions. Activities will include one-on-one meetings with pre-screened business prospects in both countries. (Note that the regular workweek in Iraq is Sunday through Thursday.)

Proposed Mission Timetable*

- Day 1—Participants arrive in pre-arranged departure city and assemble on the preferred flight.
- Day 2—Security Briefing.
Market Briefing.
One-on-One Business Appointments.
Hosted Dinner.
- Day 3—Market Briefing.
Industry Sector Briefing.
Meetings with Government and Industry Officials.
One-on-One Business Appointments.
Hosted Dinner.
- Day 4—Meetings with Government and Industry Officials.
Depart for the United States.

Participation Requirements

This trade mission is designed for a minimum of 15 and a maximum of 20 qualified companies. All parties interested in participating in the trade mission to Baghdad, Iraq, must complete and submit an application package for consideration by the U.S. Department of Commerce. All applicants will be evaluated on their ability to meet certain conditions and to