

Notices

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This section of the FEDERAL REGISTER contains documents other than rules or proposed rules that are applicable to the public. Notices of hearings and investigations, committee meetings, agency decisions and rulings, delegations of authority, filing of petitions and applications and agency statements of organization and functions are examples of documents appearing in this section.

DEPARTMENT OF COMMERCE

Submission for OMB Review; Comment Request

The Department of Commerce will submit to the Office of Management and Budget (OMB) for clearance the following proposal for collection of information under the provisions of the Paperwork Reduction Act (44 U.S.C. Chapter 35).

Agency: International Trade Administration (ITA).

Title: Annual Report from Foreign-Trade Zones.

Form Number(s): ITA-359P.

OMB Control Number: 0625-0109.

Type of Request: Regular submission.

Burden Hours: 14,674.

Number of Respondents: 163.

Average Hours per Response: 38 to 211 hours (depending on size and structure of the foreign-trade zone).

Needs and Uses: The Foreign-Trade Zone Annual Report is the vehicle by which Foreign-Trade Zone (FTZ) grantees report annually to the Foreign-Trade Zones Board, pursuant to the requirements of the Foreign Trade Zones Act (19 U.S.C. 81a-81u). The annual reports submitted by grantees are the only complete source of compiled information on FTZ's. The data and information contained in the reports relates to international trade activity in FTZ's. The reports are used by the Congress and the Department to determine the economic effect of the FTZ program. The reports are also used by the FTZ Board and other trade policy officials to determine whether zone activity is consistent with U.S. international trade policy, and whether it is in the public interest. The public uses the information regarding FTZ's activities to evaluate their effect on industry sectors. The information contained in annual reports helps zone grantees in their marketing efforts.

Affected Public: State, local, or tribal governments; not-for-profit institutions.

Frequency: Annually.

Respondent's Obligation: Required to obtain or retain benefits.

OMB Desk Officer: David Rostker, (202) 395-3897.

Copies of the above information collection proposal can be obtained by calling or writing Diana Hynek, Departmental Paperwork Clearance Officer, (202) 482-0266, Department of Commerce, Room 6625, 14th and Constitution Avenue, NW., Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to David Rostker, OMB Desk Officer, Fax number (202) 395-7285 or via the Internet at David_Rostker@omb.eop.gov.

Dated: March 25, 2008.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. E8-6486 Filed 3-28-08; 8:45 am]

BILLING CODE 3510-DS-P

DEPARTMENT OF COMMERCE

International Trade Administration

Proposed Information Collection; Comment Request; U.S. Commercial Service Brand Analysis and Strategy Survey

AGENCY: International Trade Administration, Department of Commerce.

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before May 30, 2008.

ADDRESSES: Direct all written comments to Diana Hynek, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6625, 14th and Constitution Avenue, NW., Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

FOR FURTHER INFORMATION CONTACT:

Requests for additional information or copies of the information collection instrument and instructions should be directed to Jennifer Kirsch; Phone: 202-482-5449; Fax: 202-482-5362; E-mail: Jennifer.Kirsch@mail.doc.gov.

SUPPLEMENTARY INFORMATION:

I. Abstract

Expanding U.S. exports is a national priority essential to improving U.S. trade performance. The Department of Commerce (DOC) International Trade Administration (ITA) U.S. Commercial Service (CS) serves as the key U.S. government agency responsible for promoting exports of goods and services from the United States, particularly by small- and medium-sized enterprises, and assisting U.S. exporters in their dealings with foreign governments. The Government Performance and Results Act of 1993 and the President's Management Agenda Fiscal Year 2002 mandate CS to improve program performance and achieve better results for the American people. In accordance with these mandates, the CS needs to address the weaknesses and opportunities for improvement identified by the Office of Management and Budget's 2003 Program Assessment Rating Tool (PART). To address these weaknesses and opportunities, to remain relevant to the marketplace, and to meet the objective of "broadening and deepening" the U.S. exporter base, the CS must increase its market penetration. To increase market penetration, U.S. companies have to (1) know about the CS and then (2) choose to work with the CS. Currently, there is no research available about CS awareness or purchasing behavior. The customer satisfaction and net promoter metrics that the CS have are only tied to existing customers and do not provide insights on how to increase market penetration and how to appeal to prospective customers. Implementing four new metrics: awareness, consideration, transaction, and loyalty, will provide the CS with the data it needs to provide a baseline for the CS brand and benchmark the CS against other organizations.

The CS has contracted with The Research Associates (TRA) to conduct surveys to understand awareness levels of the CS among U.S. companies and purchasing behaviors of U.S.