

Automotive Parts for Manufacturers

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SUBJECT: AUTOMOTIVE PARTS for ORIGINAL EQUIPMENT MANUFACTURERS (OEMs) (APS)

SUMMARY:

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A. MARKET OVERVIEW

The automotive sector is constantly refining its products, as customers and automotive facilities demand higher standards in their vehicle equipment. This is expected to open up new niche markets for suppliers. In the past five years, most attention has been focused on both environmental and safety standards. Cars have to satisfy emission requirements and will have to be fitted with a catalytic converter. Numerous measures are also being taken to reduce fuel consumption, which automatically results in reduced CO emissions.

Safety improvements include measures to reinforce body structures to minimize the consequences of front and side collisions. Another important aspect is front and back airbags, which is supplemented by the latest invention, the use of side-airbags. ABS (anti-blocking system) is standard equipment in higher-priced vehicles but it is regarded as an extra in smaller and less expensive cars. Until recently, air conditioning tended to be regarded in Hungary as a luxury but due to the climate change in Hungary, too, an increasing number of OEMs are now offering air conditioning as a standard feature in their cars, especially Japanese, Korean and German OEMs.

Hungarian Government policy is trying to curb automobile usage because of daily traffic jams especially in Budapest and on main highways. This means high taxes, thereby creating government revenues, as well as creating parking facilities at main traffic junctions and promoting "P+R" and a greater use of public transport. The government also supports environmental measures such as the installation of catalytic converters, and the use of improved diesel technology and cleaner fuels.

B. MARKET SHAPE

The vigorous development of vehicle assembly and parts manufacturing plants in the Central Europe region has created major opportunities to sell to local manufacturers and invest in further production ventures. In Hungary, the automotive sector accounts for a quarter of exports, and its components and supplies constitute a major share of imports, of which \$31.6 million were from the U.S. Although vehicles are assembled, most production is in such components as compressors, body parts, car seats, transmission parts, camshafts and engines. Hungary has better opportunities in upgrading and extending its already operating automotive facilities (see Delphi, Visteon, Audi etc.) than attracting new investors. The majority of the local production is exported (in 2001 96% of vehicles and 88% of parts) which shows that multinational companies produce not only for the local market but for exports as well. The biggest multinational investor and exporter in Hungary is Audi Hungaria that has invested 1,6 billion Euros since 1993. It is followed by Hungarian Suzuki with a 545 million Euro investment in Esztergom since 1992. Suzuki is planning to manufacture Subaru and Fiat brands as well from 2005.

There are more than 280 small-and-medium-sized companies acting as subcontractors for affiliates of multinational companies in Hungary such as Visteon (Ford), GM/Opel, Audi Motor, Suzuki, Bosch, Lear Automotive, and Delphi. These companies and others also operate in the neighboring region (Czech Republic, Slovakia, Poland and Romania) like Daewoo-FSO, GM-Fiat, PSA-Toyota, Renault-Nissan, Hyundai or PSA Peugeot Citroen. Besides the big companies mentioned above, several other well-known companies have made investments, which have strongly contributed to the development of the automotive sector in the region of Central Europe. Case in point, international vehicle and automotive parts OEMs have invested HUF 700 billion (\$3.2 billion) in the development of Hungarian facilities in the past eleven years.

Hungary was among the targeted countries for a potential Central Eastern Europe investment for a car assembly unit with the South-Korean Hyundai Corp. Unfortunately, Hungary was dropped from the list and the Czech Republic was also ditched; so Poland and Slovakia remain the last two potential targets. The Korean Hyundai is planning to invest 1,5 billion Euros in one of these countries and the final decision is expected for March 2004.

The Hungarian domestic market also presents an opportunity for parts and supply sales. New car sales are projected to expand by 23-24% in 2003 and the number of cars manufactured in Hungary has increased from 31,000 (in 1994) to 120,000 (in 2003) and is projected to reach 235,000 (in 2004). Unfortunately, about half of Hungary's 2.6 million cars are over 11 years old. As Hungary's passenger-car market is rather price-sensitive, the demand is strongest for small-and medium-sized cars. Opel is the leading brand, followed by Suzuki, Renault, Peugeot and Volkswagen. Engines are small and transmissions manual.

C. BEST PROSPECTS

Increased complexity and application of high-tech features are major trends for new passenger cars. This calls for more sophisticated electronic parts and high-tech equipment. Best prospect sub-sectors are electronic testing and diagnostics equipment. Furthermore, consumption is growing of automotive products such as compressors, engine parts, body parts, brake parts and lubricants/additives. Although, Hungarians have recently taken up a new interest in car appearance, functionality still supersedes fashion trends in the purchasing pattern for accessories. Customers are generally positive about the accessories' and bicycle racks, seat covers and alarm systems are still a growing market. Other styling accessories are also enjoying growing popularity in the Hungarian market. These include chrome wheels, seat covers, spoilers, racks and performance enhancing electronics like audio systems. There is no significant local competition for these types of products but the demand is high which favors imported product lines and creates market potential for U.S. specialty equipment companies. The increased value of cars and high theft rates in the capital and major cities also created a massive demand for a wide range of high quality anti-theft products.

Significant growth is expected in testing equipment and environmental friendly parts, too. These products include: sophisticated testing equipment (HS-903180390) and micro-electronic exhaust testers, as well as sealed and recyclable batteries (HS-850710810). Asbestos-free brake (HS-870831990) and friction materials are in demand, as well as paint thinner and recycling products. Products for waste oil and other waste materials storage, and transportation and special filter installations for auto paint spraying are also making strong inroads. In the short term an increase is expected in the use of computers, software, data storage on diskettes, in-car navigation, electronic maps and radar enhanced cruise control (HS-903289900).

D. SUPPLIERS FOR OEMS

As the Hungarian market is open to all car manufacturers and auto parts suppliers, a large number are indeed active in this market. There is very good potential for Hungarian and international manufacturers based in Hungary to be suppliers to PSA-Toyota, GM-Fiat and the new PSA Peugeot-Citroen automotive facility that is under construction in Trnava, Slovakia. ITD Hungary and PANAC Automotive Cluster are working on organizing a major automotive business forum where interests of medium-sized Hungarian and local multinational suppliers will be emphasized.

Local competition:

Rába - is one of Hungary's largest automotive OEMs, producing axles, automotive components and commercial vehicles. It is one of the largest independent OEMs of axles in the world. Rába sells automotive components to leading European car and commercial-vehicle OEMs. Employing around 3,700 people, Rába is based in Győr in Western Hungary, and owns several manufacturing and testing facilities throughout the region. Rába also serves as a gateway for global business to Central and Eastern Europe.

Since its privatization in 1997, Rába has become highly export-oriented, with deliveries to foreign markets making up 60% of its annual sales. Rába exports to more than 40 countries, with the U.S., Asia and Western Europe being the most important. Rába's customer list includes some of the world's largest automotive OEMs, such as MAN, Suzuki, ISUZU, BPW, DaimlerChrysler, Caterpillar, Dana Corp., ArvinMeritor and John Deere & Co.

Bakony Works Automotive Parts Manufacturing Company - is manufacturing **bridles**, dashes, heaters, hoods, car-lock mechanisms and windshield-wipers in its 1,700 square meter facility. Bakony Works is a main supplier to Magyar Suzuki and Opel and Valeo Wiper Division. Its annual output of doors is 2.5 million pieces annually. Bakony Works is also cooperating with Hungarian Suzuki on the new YM6 project. In June 2003 Bakony Works was granted the QS9000 certification.

Mezogep-Linamar (Hungarian-Canadian company) - is active in two business segments: automotive component and precision manufacturing and agricultural machinery. The three automotive divisions of the Company Linamar Products Division, Oroshaza Automotive Division and Precision Part Manufacturing deliver assembled and precision-manufactured components to North American and European markets. The company began its automotive industry activities in 1992 when it began manufacturing automotive industry components first for its own assembling activity, then later for other motor vehicle component OEMs. Linamar is engaged in automotive and precision processing products, highly accurate components that are used in gears, transmissions, engines, brake and steering gear structures. These components are generally used in parallel on consecutive models, so they are rarely concerned by change of models and have a life span of between 7 and 10 years. Owing to the automotive industry investments exceeding HUF 9 billion, Linamar-Mezogep Rt. is a significant industrial company among suppliers to automotive facilities. The Company lays great emphasis on applying advanced technology and quality assurance during the production. All three automotive divisions are QS-9000 registered and ISO 9001 or 9002 registered.

InterPlus Kft. - is a Hungarian company designing and manufacturing electronic parts for automotive facilities. InterPlus is the major supplier to Suzuki Hungary and Opel. InterPlus products meet the highest ever quality standards for the automotive industry and ISO TS 16949.

Sokoro Ltd. - is a 100% Hungarian company manufacturing components and cables for Audi Hungaria Motor.

Hajdu Industrial Works - Zeuna Starker - after relocating its Augsburg facility, Hajdu-Zeuna will design and start production of exhaust systems and parts in Teglas (East Hungary) from January 2004.

Borsodi Muhely Kft. - manufactures 3,500 different kinds of customer-tailored iron spare parts and is a supplier for Opel and Audi. The company is based in the Gyor Industrial Park close to the Austrian border.

Third-country competition:

Audi Hungaria Motor (German) - is the biggest automotive investor and exporter in Hungary with its 1.6 billion Euros investment in the Gyor Industrial Park since 1993. During the past 10 years Audi Hungaria Motor manufactured more than 7.4 million motors and assembled 259,000 cars. Audi Motors manufactures four-, six- and eight cylinder head motors for Audi, VW, Skoda and Seat makes with a daily capacity of 6,580 motors. Audi assembles its TT Coupe and Roadster models in its Hungarian facility for exports to over 40 countries worldwide. Audi Hungaria Motor provides close to 12,000 jobs to local inhabitants.

Bosch Rexroth Hungary - Bosch has facilities in several Hungarian cities (Budapest, Hatvan and Kecskemet) and has been present in the Hungarian market for more than 100 years. Bosch Rexroth Hungary started its manufacturing operation only in 2001. Bosch Rexroth is involved in industrial hydraulics, electric drives and controls, linear assembly and motion technologies, pneumatics, service automation and mobile hydraulics.

Schwarzmueller Jarmugyarto Hungary - manufactures bodies, trailers, axle trailers, thill- and semi-trailers, containers, removable tanks in its Hungarian facility close to Budapest.

Noll the German company moved its production facility to Hungary in fall 2003 and is manufacturing plastic parts for diesel cars. It is a supplier to Audi.

Hydro Aluminium Gyor Kft. a subsidiary of Norsk Hydro from Norway is relocating its plant from Great Britain to Hungary. The company manufactures turbo cylinder heads for Saab and Opel models. After the relocation is completed, the company will supply cylinder heads and engine blocks to Audi, GM, Renault and BMW plants in Great Britain, Spain, Austria and Germany.

Knorr-Bremse Fekrendszer - is a leading manufacturer of braking systems for rail and commercial vehicles like for trucks and semi-trailer tractor units over 6 tons, buses, trailers and special vehicles. It has been pioneering development, production and marketing of modern braking systems for a variety of applications, making an important contribution to improved safety on the railways and the roads. The company produces compressors, electronic systems, valves, disc brakes and actuators. Knorr-Bremse products meet the relevant international standards and the manufacturing process is certified under QS 9000.

SEWS-Automotive Wire Hungary from Japan (a JV of Sumitomo Electric Industries Ltd. and Sumitomo Wiring Systems Ltd.) - has also recently moved to its halogen-free vehicle cable manufacturing plant to Hungary. The company plans to produce monthly 200 tons of cables by employing 50-60 people and is planning for a four-fold increase.

Musashi Hungary Industrial Kft. - the Japanese company has won USD 500,000 from Economic Ministry's Smart Hungary program for a new plant in Ercsi, South of Budapest. The company is planning to invest USD 40 million in its new plant, which will be opened in January 2004. The facility will produce 320,000 camshafts for the DaimlerChrysler-Mitsubishi group. The company is also acting as a sub-contractor for Audi, FIAT Poland and Honda's Italian motorbike subsidiary. Musashi Hungary was founded in 2000 and started its production for Audi in April 2002.

EDAG Hungary - the Germany-based international company is involved in R&D in the automotive industry. EDAG is involved in design to technical development, model and prototype design to turn-key manufacturing facilities and they take complex projects through the entire development process to serial production. EDAG Hungary is based in the Gyor Industrial Park and its main partners are the DaimlerChrysler Group (incl. Smart and Mitsubishi) and the VW Group (incl. Audi, Seat, Skoda)

U.S. Companies:

Visteon Automotive Systems Corp.- opened a USD 30 million production line in October 2003 at its plant in the Szekesfehervar Industrial Park. The production line will be capable of turning out an annual 600,000 compressors for car air-conditioning systems for the new Focus C-Max model and will increase Visteon's position on European markets. The new facility will provide jobs for 150 people. In addition to the new compressor plant, Visteon is manufacturing electronic, interior/exterior and chassis parts.

Opel Hungary Powertrain - GM/Opel Southeast is involved in the assembly of cars, manufacturing automotive engines and cylinder-heads. Its capacity is 530,000 engines and 15,000 cars per year. It is a 100% foreign-owned green field investment located in Szentgotthard, Western Hungary. Opel Hungary has its representation office in Budaors (Government Relations and New Business Development) responsible for sales and marketing of Opel products in 9 South-European countries. The company is a subsidiary of FIAT-GM Power Train Ltd.

Delphi-Calsonic Hungary - is a world leader in mobile electronics and transportation components and systems technology. Delphi's two business sectors are: Dynamics, Propulsion and Thermal Sector and Electrical, Electronics, Safety & Interior Sector. Delphi has two plants in Hungary employing 430 people. One of them is located in Szombathely (Western Hungary) and produces electrical architecture radios for cars. The other facility is located in the Balassagyarmat Industrial Park (Northern Hungary) and started its operation in June 2002. This facility manufactures compact variable compressors and 7-cylinder compact compressors. Delphi has invested USD 40 million in its Hungarian facilities and is planning an USD 5 million project in 2004 to expand capacity and produce 1,4 million units of CVC compressors. The factory supplies compressors to Renault and General Motors, as well as to Ferrari.

Lear Corporation Hungary - is a local subsidiary of Lear Corporation headquartered in Southfield, Michigan, USA and focuses on automotive interior systems and is the world's fifth-largest automotive supplier. Today, the company exclusively serves the global automotive industry and creates all six interior systems: seat, instrument panel/cockpit, door and trim, overhead, flooring and acoustic and electronic and electrical distribution. Lear Corporation has invested USD 3.5 million in its car upholstery manufacturing facility to increase the production capacity of the plant in northern Hungary. The company would also increase its current workforce of 750 by an additional 100 employees.

PCC-AFT Advanced Forming Technology - AFT Europa Femformalo Technologia started its operation in the Retsag Industrial Park, Northern Hungary in June 2002 and produces precision cast parts for automotive turbo chargers. AFT ships products to Honeywell/Garrett Distribution Center (France) that sends them back to the local Audi Hungaria Motor Plant. AFT sells to aftermarket and not Original Equipment Manufacturers. AFT has a 2,600 sqm manufacturing facility on a 40,000 sqm site and currently employs 66 people but aims to increase the number to 120 by 2005.

Gibbs-Hungary Die Casting - manufactures die castings for the automotive industry. Gibbs Hungary has a manufacturing plant in the Retsag Industrial Park (North Hungary) that started the production of aluminium and magnesium precision die castings in early 2003 employing 70 people. The facility is supplying European subsidiaries of major Gibbs U.S. automotive customers such as Delphi and Visteon.

Federal Mogul Hungary the U.S. car sealing systems local subsidiary was established in 1996 and employs 280 people. It is manufacturing elastomeric gaskets for rocker cover and spark plug applications, elastomer products for air intake and other plastic housing sealing application, valve stem seals and shaft seals. Its key customers are Rover, Bosch, Scania, Powertrain, BMW and Renault/Nissan. Federal Mogul Hungary is an ISO 9001 certified company.

Loranger Industrial Kft. - subsidiary of the U.S. Loranger International Corporation has been manufacturing test and burn-in sockets and semiconductors in its Hungarian facility for ten years.

E. MARKET CHANNELS, BARRIERS, ACCESS

Because Hungarian taxes on purchasing and maintaining cars are high, small cars dominate the market. After Hungary's EU accession on May 1st. 2004. in addition to the import duty (which will be reduced on

U.S. products due to the European Union's "common external tariff"), a new "Registration Fee" will have to be paid for imported cars. The change puts Hungary in line with European Union regulations. The introduction of the "Registration Fee" seems to be aimed at preventing inexpensive old cars from Western Europe flooding the Hungarian market and will be distributed to municipalities that are in need of extra funding. The fee will depend on the cubic capacity of the engine and the environmental classification of the vehicle (i.e. whether it runs with diesel fuel or gasoline). The Registration Fee also makes a difference between Euro 1-2 and Euro 3-4 types of cars. In general, it will be between \$ 900 - 7,200 for Euro 1-2 cars and \$ 400 - 2,900 for Euro 3-4 cars.

Business Practices

Hungary has an open, market economy where American companies will find modern commercial law, convertible currency, and repatriation of business profits. Hungarian business practices closely resemble those of the rest in Western Europe where credit terms, after-sale services, advertising and marketing assistance are key factors to the successful entry of the product and further business relations. Customers prefer shipping costs expressed in quotes on a CIF German or Italian port basis. In general, foreign products are imported by irrevocable letter of credit. When there is a continued relationship between exporter and importer/distributor, other forms of payment can be negotiated.

In general a Representation/Distribution Agreement is governed by the conditions agreed upon between the parties. Hungary applies the "freedom of contract theory" by which the contracting parties may establish any stipulation, condition or undertaking provided that it does not violate Hungarian Civil and/or Corporate law, morals or public policy.

Regulations

Customs Duties & Taxes: A certificate of origin is required on all imported goods. Detailed information on Hungarian duties can be obtained in English and Hungarian at the Hungarian Custom's website: www.vam.hu. Duties have been completely eliminated on imports from EU countries. Import duties on auto parts (HS code 8708) currently range between 5 and 10 percent when imported from countries with MFN status. The Value Added Tax (AFA) of 25 percent is applied in Hungary on any products whether produced locally or imported. When imported, the importer pays the VAT to the Hungarian Customs Authority at entry.

Standards:

Further information on products requiring standards and/or certification in compliance with Hungarian norms is available from:

TUV Hannover KTI Kft.

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Provides technical, safety and road tests on vehicles and auto parts based on standards ISO 9000, ISO 9001-2000, ISO 14000 and HACCP.

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AHAI is representing common goals of companies within the Automotive industry. Members include vehicle manufacturers, R&D companies, and most significant suppliers. The total manufacturing value of its member companies comes to 8 billion Euros annually. Its members represent 15% of the Hungarian exports and 25% of the industrial production.

Members: Audi Hungaria Motor, Bakony Autoalkatreszgyarto, Robert Bosch Elektronika, Delco Remy Hungary, Hydro Aluminium Gyor, Ikarus Holding, Kaloplasztik, Knorr-Bremse, Lear Corporation, Loranger, Magyar Suzuki, NABI, Opel Hungary, Prec-Cast Ontode, Raba Detroit Diesel, , Schwartzmuller Jarmugyarto, Tauril Gumigyarto, Videoton Holding, Visteon Hungary, Zf Hungaria

Trade Promotion Opportunities

The annually organized "Automobile" is the only international exhibition in Hungary focusing and targeting automotive suppliers and manufacturers.

Automobil - Autotechnika
Mr. Andras Kele, Exhibition Director
Mr. Imre Degen, Project Manager
Time: October 2004

Venue: BNV Exhibition Site

Organizer: Hungexpo Rt.
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U.S. Commercial Service Programs: The Commercial Service promotes U.S. exports and supports U.S. business in foreign countries. In Hungary, it has a staff of two American Commercial Officers and eight Hungarian Commercial Specialists, experienced in trade promotion, expert in their sectors and totally bilingual. It provides market information and introductory counseling for U.S. companies seeking to enter the market. For nominal fees, it will provide specialized services to individual companies. Its leading Gold Key Service offers a survey of the market and a day or more of screened appointments with Hungarian business contacts. CS Flexible Market Research and Business Facilitation Services can provide specific information and help solve business problems. Company Promotions include staging seminars, receptions, and openings.

For additional information on the products and services provided by CS Budapest, we invite you to contact the Commercial Service's website, "www.usatrade.gov" or for Hungary specific information, www.buyusa.gov.

For further information on the Hungarian automotive market, please contact:

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For additional information regarding market research specific to your products and services. ask about our

Flexible Market Research and Customized Market Analysis programs by contacting us at 1-800-USA-TRAD(E) or www.usatrade.gov. Both reports provide timely, customized, reliable answers to your inquiries about a market and its receptivity to your products and services.

BuyUSA is an e-marketplace sponsored by the U.S. Commercial Service. This service can help bring suppliers of U.S. products and services together with international buyers outside the United States. In addition, this dynamic program maximizes your international exposure while minimizing the cost of finding reputable international partners and reduces the time needed to identify international opportunities. BuyUSA is yet another example of how the Commercial Service provides real-world assistance to help U.S. exporters move into international markets.

For more information on the services provided by BuyUSA, we invite you to contact our new website <http://www.buyusa.gov/hungary>.

For additional information regarding market research specific to your products and services, ask about our **Flexible Market Research** and **Customized Market Analysis** programs by contacting us at **1-800-USA-TRAD(E)** or www.export.gov or www.buyusa.com. Both reports provide timely, customized, reliable answers to your inquiries about a market and its receptivity to your products and services.

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