



Embassy of the United States of America
Lisbon, Portugal



Atlantic Notes

"From our shores to yours"

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Editorial



Recently, U.S. Embassy Lisbon hosted a very special event - *Bring Your Child to Work Day*. The aim is to familiarize the children of employees with the kind of work their parents do every day. For an afternoon, the kids roam around the embassy, becoming junior employees who perform "real" embassy

tasks. But if it is a unique, fun event for children, it also serves to make parents think about their jobs and how they would showcase them to an outside visitor. Even if explaining what we do is not always an easy job.

This May, we celebrate the 26th anniversary of the Embassy's move to its current location in Sete Rios. The event gave us an excuse to review the last quarter century in bilateral relations and dig deep in our files, looking for

documents, photos, newspaper particles and what more.

And what an extraordinary quarter century it has been! Granted, Portugal and the US have changed a lot. But the essence of this diplomatic friendship remains, as does the need for coordination on an increasing number of bilateral issues.

In this issue, we focus on two currently in the spotlight - the environment and trade. ❖

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Celebrating a new Environmental Policy

"We can remain one of the world's leading importers of foreign oil, or we can make the investments that would allow us to become the world's leading exporter of renewable energy. We can let climate change continue to go unchecked, or we can help stop it. We can let the jobs of tomorrow be created abroad, or we can create those jobs right here in America and lay the foundation for lasting prosperity." President Obama's words on March 19 confirmed America's commitment

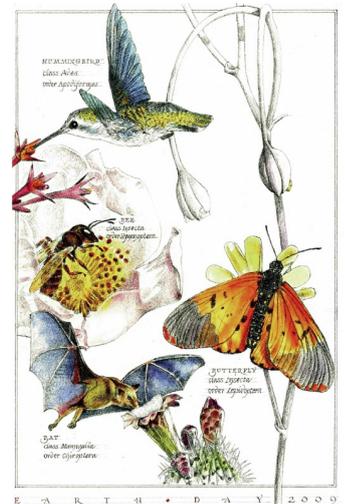
to working towards greater international cooperation on addressing environmental problems.

On Earth Day 2009, the President unveiled a program to develop the renewable energy projects on the waters of the Outer Continental Shelf that produce electricity from wind, wave, and ocean currents. Earlier on, the American Recovery and Reinvestment Act, passed by this administration, had included more than \$60 billion in clean energy investments; in

January, Secretary Clinton had appointed Todd Stern as the first US Special Envoy for Climate Change. A decision aimed at sending a clear signal to both domestic and foreign audiences.

Later this month, Denmark will host the World Business Summit on Climate Change, which will pass on CEO feedback to world leaders. The U.S. is definitely committed to reaching a strong post-Kyoto international solution in Copenhagen. ❖

EARTH DAY MARKS THE BIRTH OF THE MODERN AMERICAN ENVIRONMENTAL MOVEMENT IN THE U.S.



EARTH DAY 2009



Did you know that...?



Jazz has been entertaining Europe since the end of World War I. The first jazz records arrived in Portugal in the mid 1920s. Although the Azores claims to have staged the first jazz concert in Portugal, other sources indicate that the Robinson's Syncopators were the first band to play live in Portugal on December 31st, 1927.

By the 1930s, there was concern amongst the old regime that the amount of jazz bands being listened to might endanger Portuguese

culture, but radios and venues kept right on and in 1940 Rádio Renascença became the first Portuguese radio to air jam sessions live. The proliferation of jazz venues and the creation of Hot Club de Portugal, by Luis Villas-Boas, in 1948 multiplied the awareness on jazz and its related musical families. Quincy Jones played Portugal in 1960, 1961 brought Louis Armstrong and Duke Ellington and Ella Fitzgerald performed live in 1966. In 1971, Villas Boas organized

the first of many memorable Cascais Jazz festivals.

Since then, appreciation of jazz among the Portuguese has continued to grow - as has the list of jazz stars whom some were blessed to hear live: Miles Davis, Thelonious Monk, Dizzy Gillespie, Ornette Coleman, Keith Jarrett, Charlie Haden and so many others.

Long live Jazz! ❖

STATE of mind: Louisiana

If there is a word to fairly describe Louisiana, it's diversity - starting with the diversity of peoples. From the original Indian inhabitants to the current mix of nationalities, the "magnolia state" has welcomed descendants of a variety of settlers - French, Spanish, English, German, Acadians, West Indians, Africans, Irish and Italians.

When it comes to history, too, no other state has a more diverse past than Louisiana. The state has been governed under 10 different flags beginning in 1541 with Hernando de Soto's claim of the region for Spain. La Salle later claimed it for Bourbon France and over the years Louisiana was at one time or another subject to the Union Jack of Great Britain, the Tricolor of Napoleon, the Lone Star flag of the Republic of West Florida and the fifteen stars and stripes of the United States. At the outbreak of the Civil War, Louisiana became an independent republic for six weeks before joining the Confederacy.

Cajun country helps brand the state. If you are a beginner with Cajun culture, brace yourself for real discovery. Swamps and bayous; enticing music; fusion language and a robust cuisine featuring jambalaya, gumbo and crawfish - all await you for a memorable vacation. In the end, should you decide to ride a pirogue, please be aware that alligators are also a hallmark of the region.

This is the America of the first Sugar Bowl game; the America of jazz, Mardi Gras, and Mark Twain's *Tom Sawyer*. Well beyond the stereotype of skyscrapers and hamburgers.

For more information, visit <http://www.louisiana.gov>



Typical paddle-wheel steamers still travel Louisiana waters



Investing in America

On May 6, 2009, the U.S. Embassy in Lisbon and the American Chamber of Commerce in Portugal jointly organized a seminar entitled “Invest in America.” U.S. Commercial Attaché in Lisbon, Dillon Banerjee, explains the investment priority.



What was the purpose of the event? The purpose was to provide an overview of the United States' investment climate, highlighting opportunities and state incentives for Portuguese businesses interested in establishing operations in the U.S.

How do you measure results from an event like this? Well, over 85 participants attended the seminar, which was opened with welcome remarks by U.S. Ambassador Thomas Stephenson. We understand the difficulties but we think it was a good score. The results will hopefully come over the next months, as companies start to strategize and make their moves.

How did you try to attract investment in the U.S. at a time of crisis? We did it

in a variety of ways and good speakers was one of them. We were honored to have Commerce Department Regional Director for Western Europe, Judy Reinke, who provided the first presentation with an overview of the Invest in America initiative. We also counted on the presence of representatives from seven states, including: Florida, Georgia, Massachusetts, New Jersey, Pennsylvania, Texas, and West Virginia, plus the territory of Puerto Rico. They basically showcased the investment climates and opportunities, as well as attractions and incentives.

How would you describe business relations over the last decade? Certainly, Portuguese investments abroad have increased substantially since 1997, reflecting an overall increase in Portuguese involvement in global markets. This investment trend coincides with Portugal's economic turnaround into positive GDP growth, lower public debt, and a concerted effort by the Ministry of Economy and Innovation to improve trade and investment relations with key international markets. Top destination countries for Portuguese Investments abroad remain largely within the EU, which accounts for the majority of total investment outflows from Portugal. Brazil, Angola and the United States have been the favorite non-EU markets for Portuguese investors.

Any sectors you want to highlight? According to Eurostat, Portuguese investments in the United States in 2008 were valued at 100 million Euros. The predo-

minant and preferred sectors for Portuguese investors in the United States have included financial services, retail operations, manufacturing and lately, renewable energy and transportation services.

Which Portuguese companies pop to mind when we talk investment in the U.S.? Lots of them, fortunately! Brisa, Banco Comercial Português, Banco Espírito Santo, Caixa Geral de Depósitos, Banco Totta Açores, BANIF, Soares da Costa, Mota-Engil, TAP Air Portugal, SATA, EFACEC, EDP, among others.

In fact, some of them were at the seminar on a “case studies” panel, addressing their experiences and best practices based on establishing their operations in the U.S.

Is bureaucracy an obstacle to investment? We certainly try to avoid it. To make that clear, we even had the Embassy's Visa Unit Chief discuss business visa issues for Portuguese investors, and the President of the Council of American States in Europe (CASE) provided insight into regional state resources and support. ❖

Trade with Portugal in million USD	US Ex-ports	US Im-ports	Balance
Total, 2008	2,646.0	2,451.0	195.0
Total, 1998	888.3	1,265.3	- 377

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Coming up

- ☞ **May 19/20** - U.S. speaker Roy H. Ginsberg addresses the transatlantic relationship at Universities of Lisbon, Porto and Coimbra
- ☞ **May 21** - Signature of a Memorandum of Understanding between the U.S. Department of Commerce and Portuguese companies
- ☞ **May 25** - Memorial Day. Embassy closed
- ☞ **May 28** - Anniversary of the current Embassy grounds in Sete Rios

WE ARE ON THE WEB!

Please visit us at

<http://portugal.usembassy.gov>

and



@ a Glance: Education

FORMER SECRETARY OF EDUCATION MARGARET SPELLINGS SHARED THE RECIPE OF THE "NO CHILD LEFT BEHIND ACT" WITH PORTUGUESE EDUCATORS AND PARENTS.



It is one of those areas whose importance is consensually recognized but where policy dissent often occurs, no matter the country you live in. Education is like soccer --everyone has an opinion on it. We have all been students; some are currently teachers; and many are, at least, parents with a stake in the issue.

Recognizing the theme, U.S. Ambassador to Portugal Thomas F. Stephenson recently brought to Portugal former U.S. Secretary of Education Margaret Spellings for a seminar on education reform at the Gulbenkian Foundation, organized

by the Portuguese Forum for Freedom in Education. Because the U.S. and Portugal share many of the same problems in education, Ms. Spellings engaged not only those directly involved in the field of education, but also reached out to the business community for a comprehensive discussion of private sector efforts in that area.

She spoke about U.S. education efforts at the federal level, focusing on the "No Child Left Behind Act." The lively question and answer period that followed with the 130 attendees proved that education diplomacy is an area where our two countries

could do more and are willing to share best practices.

Following the conference, Ambassador Stephenson invited panel participants and other high-level representatives from the education field to his residence to continue their discussion over lunch. Later that evening there was a separate dinner with the Portuguese Minister of Culture, and the following morning a breakfast with business leaders where the subject of private-public partnerships was discussed. Ms. Spellings also visited the U.S. Embassy for a briefing. ❖