

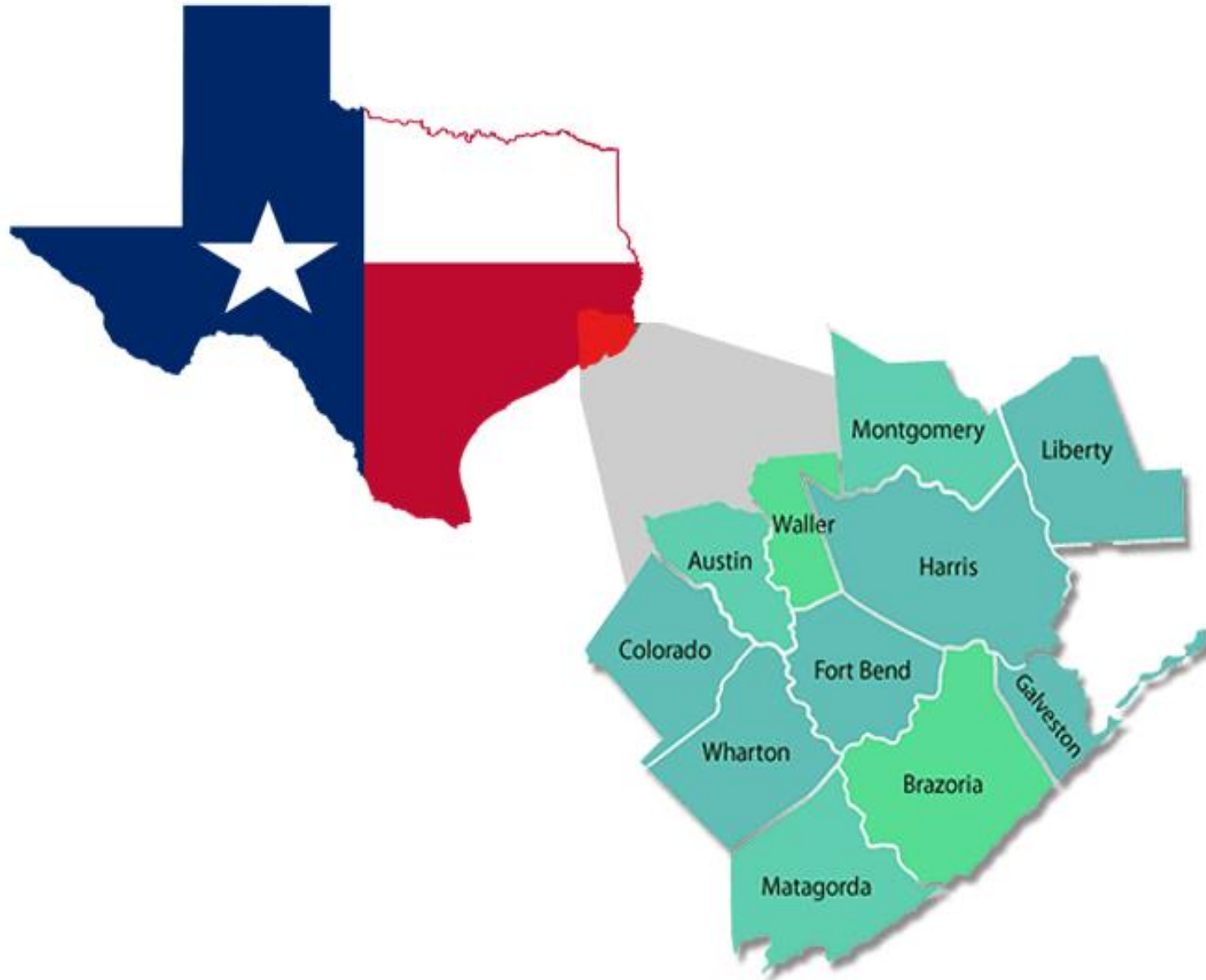
# Why Houston?

**27<sup>TH</sup> SEPTEMBER 2019**  
**EXPORT HOUSE**  
**PORT OF SPAIN**

**PRESENTED BY DHANRAJ HARRYPERSAD**



# Map of Houston



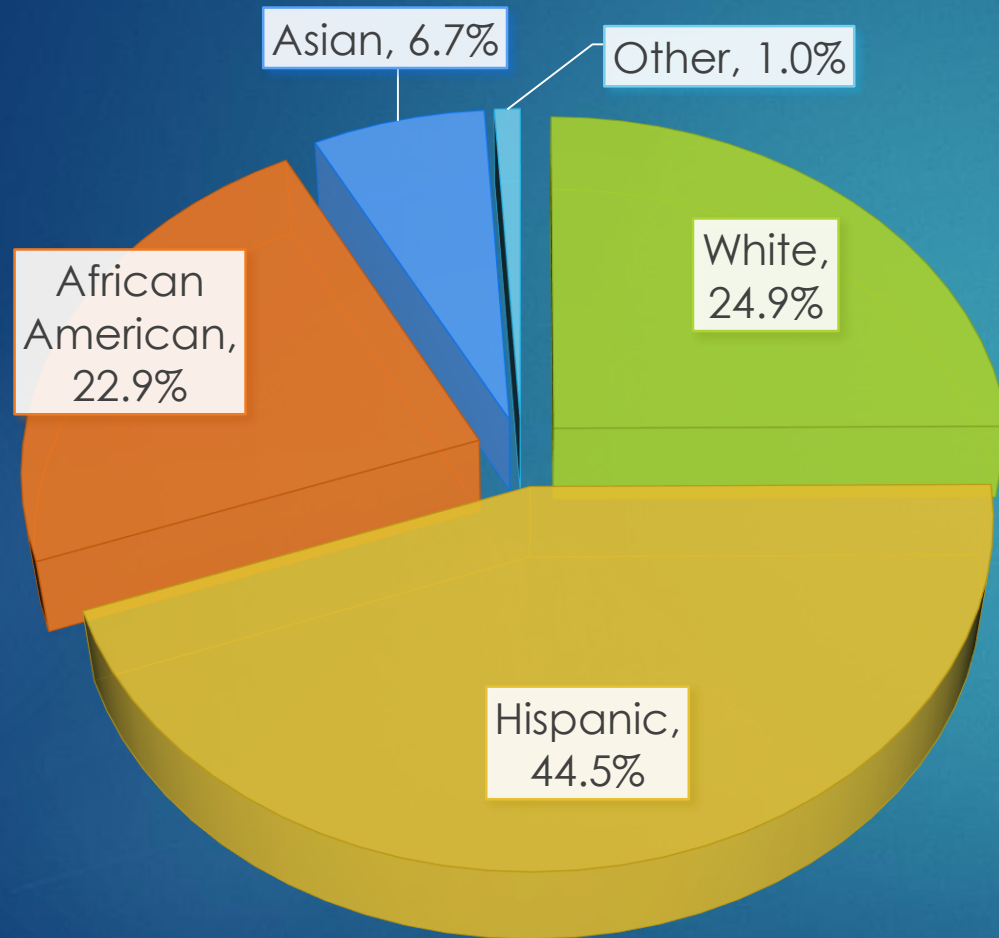
**Greater Houston Area:**  
26,061 km<sup>2</sup>

**Population:** 6.9 million

Harris County, the location of the City of Houston, is the largest of the 11 counties in the Greater Houston region

40 minutes to 1 hour to cross Houston without traffic

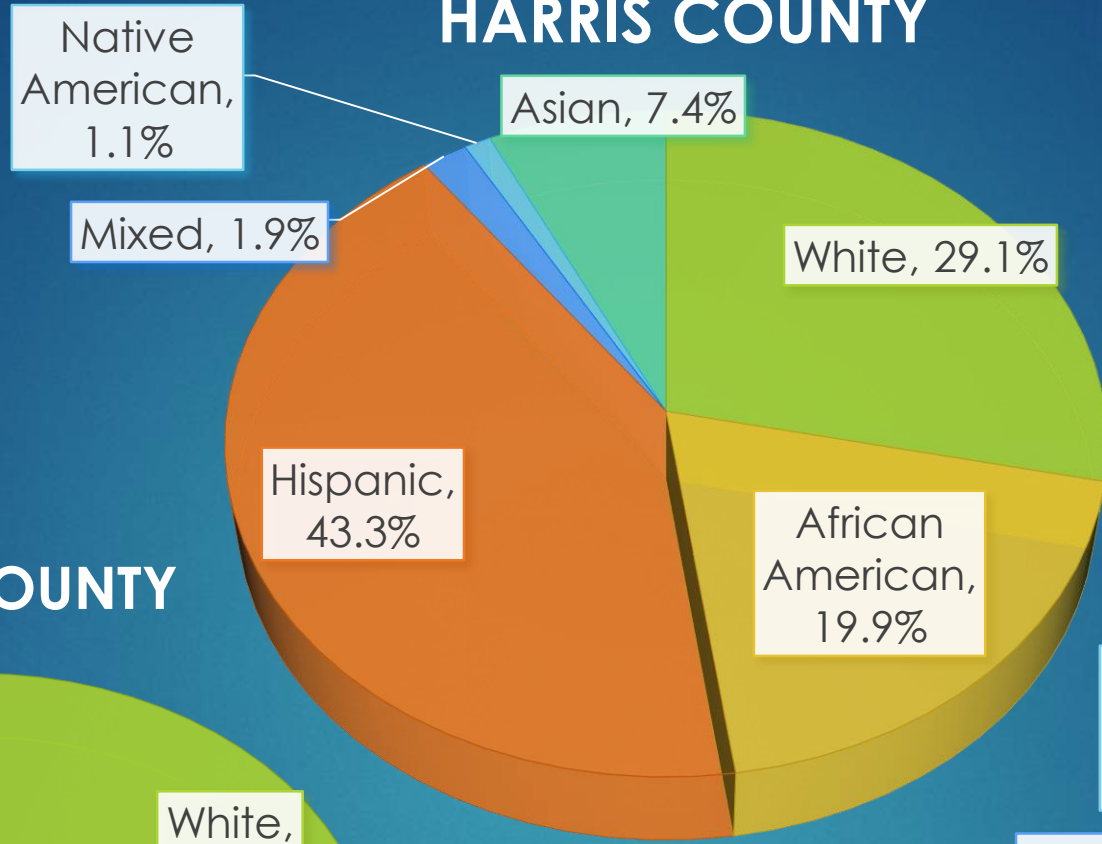
# Houston Demographics



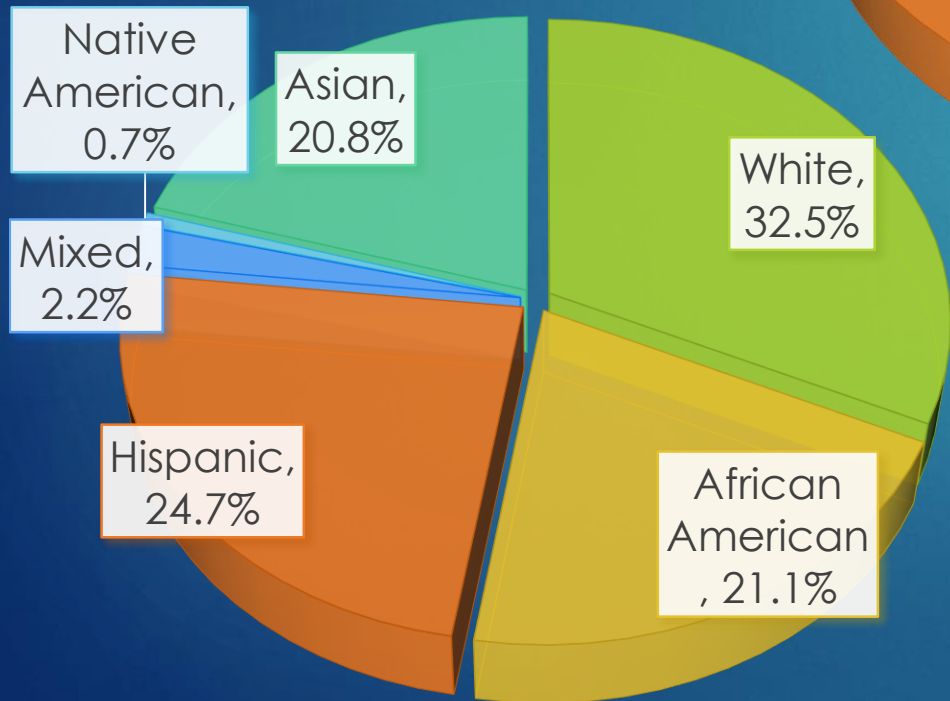
- Houston has a very young population. Approximately 25.1% of residents are under the age of 18.
- Between 2010 and 2017, Houston's population grew by 16.4%, the fastest rate of growth among the nation's largest metros.
- The city's Hispanic/Spanish speaking population is significant; something to consider when looking at marketing.



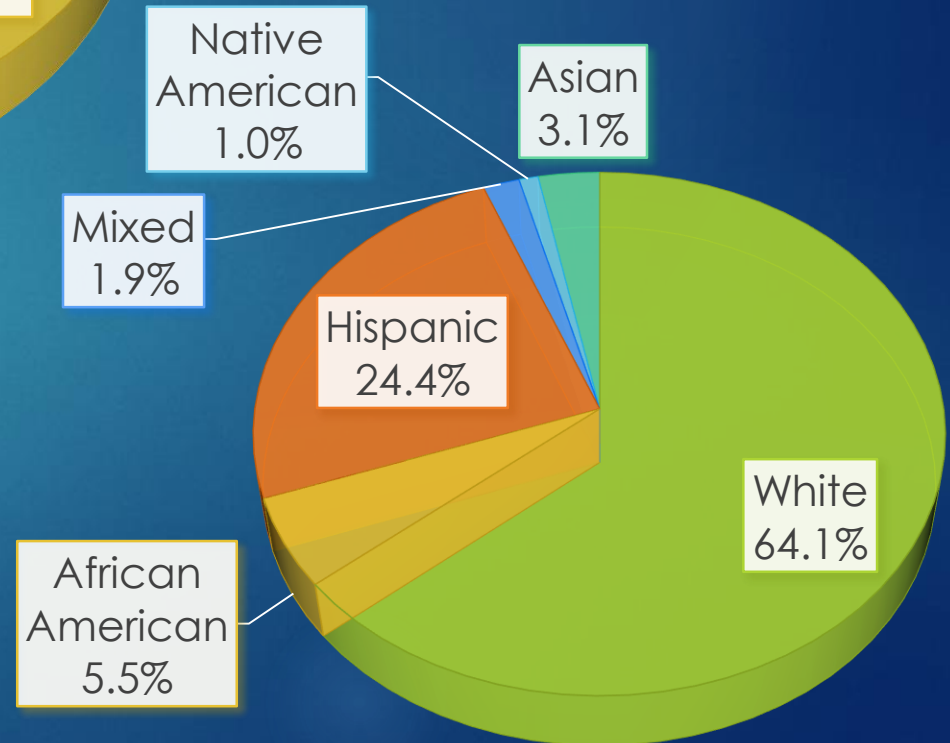
## HARRIS COUNTY



## FORT BEND COUNTY



## MONTGOMERY COUNTY



# Houston Logistics

- ▶ Houston's infrastructure is also strengthened by three airports, which form the sixth-largest airport system in the world, and a massive trucking and rail system that links the southern, south central, mid-western and western United States.
- ▶ More than 600 trucking firms operate in Houston, and two major rail systems operate 14 mainline tracks radiating from Houston.
- ▶ Centrally located on the Gulf Coast, Houston is a strategic gateway for cargo originating in or destined for the U.S. West and Midwest. Houston lies within close reach of one of the nation's largest concentrations of 152 million consumers within 1,000 miles.





# The Port of Houston



# The Port of Houston

- ▶ The Port of Houston ranks as the nation's largest port in international tonnage and second in total tonnage.
- ▶ There are eight public terminals which include the general cargo terminals at the Turning Basin, Care, Jacintoport, Woodhouse, and the Barbours Cut and Bayport container terminals.
- ▶ Each year, more than 247 million tons of cargo move through the greater Port of Houston, carried by more than 8,200 vessels and 215,000 barges. The Port of Houston handles 69% of U.S. Gulf Coast container traffic and 96% of Texas container traffic.
- ▶ The Port ranked as the sixth busiest U.S. container port in '18, based on total TEUs. The ship channel also intersects a very busy barge traffic lane, the Gulf Intracoastal Waterway.

# Port Fees

Type of Fee	Details (USD)
Unloading/loading rates	Cargo loaded or unloaded from or to any conveyance will be subject to a minimum handling charge of \$37 and a minimum wharfage charge of \$10.
Cargo Fees	<ul style="list-style-type: none"><li>• Break-bulk.....\$0.19 per Ton</li><li>• Bulk Cargo (dry or liquid).. \$0.04 per Ton</li><li>• Containers....\$3.72 per loaded container</li></ul>



# Houston's main industries



Oil and Gas



High Technology



Retail



Education and Health



Banking and Finance



Manufacturing and Distribution

# The Caribbean Basin Initiative

- ▶ The CBI grants unilateral duty-free treatment for imports of eligible articles from CBI beneficiary countries. In order to receive benefits, products generally must:
  - ▶ a) be imported directly from a CBI beneficiary country into the U.S. customs territory;
  - ▶ b) be wholly the growth, product or manufacture of a CBI beneficiary country or be substantially transformed into a new or different article in the CBI beneficiary country; and
  - ▶ c) contain a minimum of 35% of local content of one or more CBI beneficiary countries (15% of the minimum content may be from the United States).

# Trinidad and Tobago's CBI Usage

<b>Applicable Duties</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015 Jan-Aug</b>
CBERA	1,068,860	1,214,796	1,067,470	516,610
CBTPA	1,102,336	425,913	167,004	104,602
Otherwise Duty-free	4,133,402	3,752,180	3,533,180	2,253,432
Dutiable imports	1,771,880	973,458	825,363	236,710

Source: 11<sup>th</sup> Report to Congress on CBERA Dec 30<sup>th</sup>, 2015



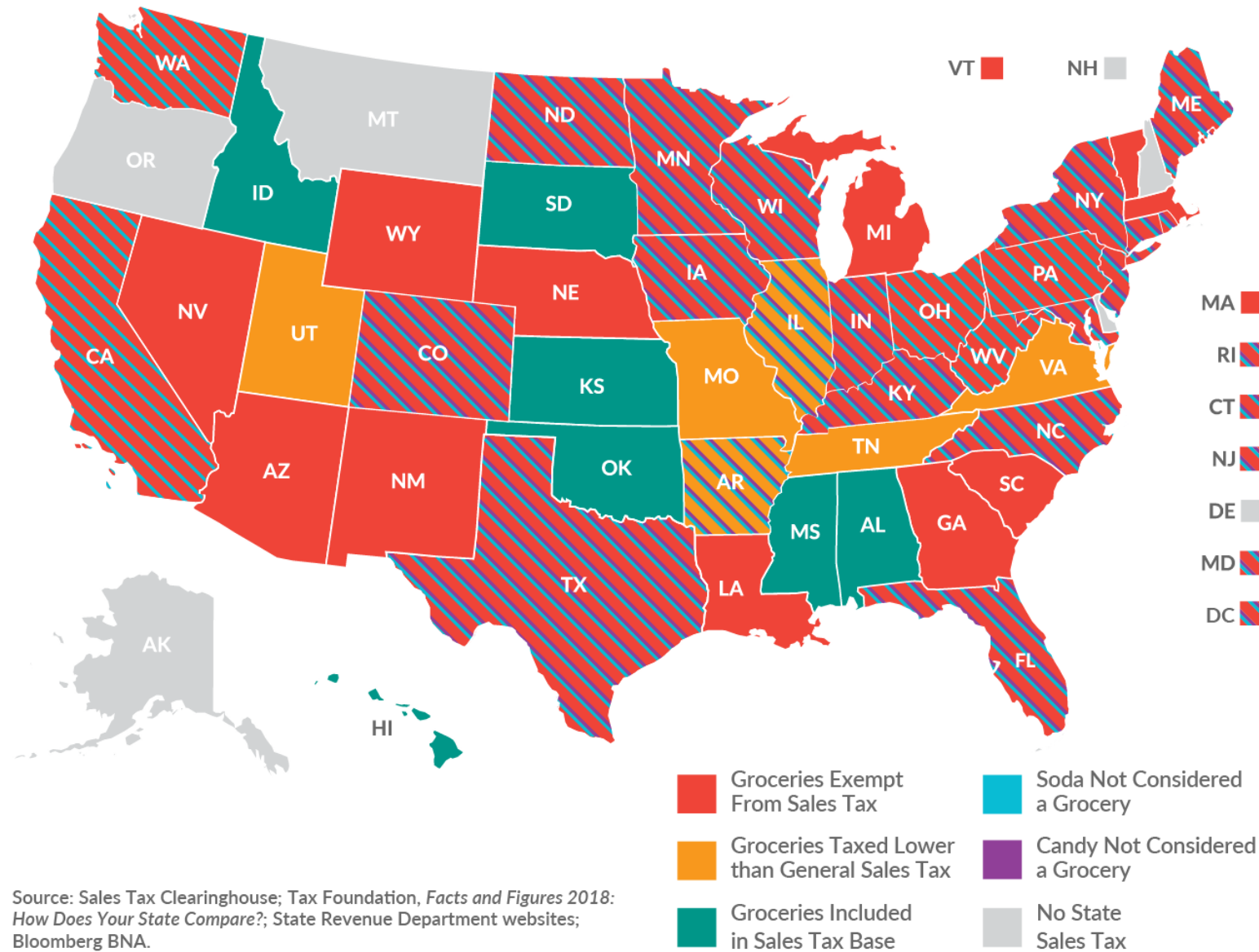
# What are we already exporting to Houston?

Description	Year 2016	Year 2017	Year 2018
PREPARED FOODS OBTAINED BY THE SWELLING OR ROASTING OF CEREALS OR CEREAL PRODUCTS	132,382	31,902 -	
BREAD, PASTRY, CAKES, BISCUITS AND SIMILAR BAKED PRODUCTS, NESOI, AND PUDDINGS, WHETHER OR NOT CONTAINING CHOCOLATE, FRUIT, NUTS OR CONFECTIONARY	22,500	60,000	30,000
WATERS, INCLUDING MINERAL WATERS AND AERATED WATERS, SWEETENED OR FLAVORED	-	12,015	24,030
BEER MADE FROM MALT	-	-	13,662
CARBOYS, BOTTLES, FLASKS AND SIMILAR ARTICLES, OF PLASTICS	-	16,957 -	
HOUSEHOLD ARTICLES NESOI (OTHER THAN TABLEWARE AND KITCHENWARE) AND TOILET ARTICLES, OF PLASTICS	18,700	349 -	
ARTICLES OF PLASTICS, NESOI	330	355	15,133
WOODEN FRAMES FOR PAINTINGS, PHOTOGRAPHS, MIRRORS OR SIMILAR OBJECTS	-	2,220 -	

Description	Year 2016	Year 2017	Year 2018
PRINTED MATTER, NESOI	5,236 -	-	-
CERAMIC BUILDING BRICKS	-	4,807	3,064
RESERVOIRS, TANKS, CASKS, VATS AND SIMILAR CONTAINERS NESOI, OF A CAPACITY OF MORE THAN 300 LITERS (79.25 GAL.), OF IRON OR STEEL	-	2,600	32,623
ARTICLES OF IRON OR STEEL, NESOI	-	100,000 -	
PARTS FOR BORING OR SINKING MACHINERY, NESOI	570,294	479,803	55,115
PERCUSSION MUSICAL INSTRUMENTS (FOR EXAMPLE, DRUMS, XYLOPHONES, CYMBALS, CASTANETS, MARACAS)	-	14,107 -	
SEATS WITH WOODEN FRAMES, NOT UPHOLSTERED, NESOI	-	-	340
METAL FURNITURE, NESOI	350 -	-	-
MATTRESSES OF CELLULAR RUBBER OR PLASTICS, WHETHER OR NOT COVERED	363 -	-	416
CHANDELIERS AND OTHER ELECTRIC CEILING OR WALL LIGHTING FITTINGS, EXCLUDING THOSE USED FOR LIGHTING PUBLIC OPEN SPACES OR THOROUGHFARES	-	535,650	499,690
PARTS FOR LAMPS AND LIGHTING FITTINGS, OF PLASTICS	-	45,102	35,798
PARTS FOR LAMPS AND LIGHTING FITTINGS, NESOI	-	496,584	581,116
PREFABRICATED BUILDINGS, OTHER THAN OF WOOD	-	-	94,164

# How Are Groceries, Candy, and Soda Taxed in Your State?

State Sales Tax Treatment of Groceries, Candy, and Soda (as of January 1, 2018)



Source: Sales Tax Clearinghouse; Tax Foundation, *Facts and Figures 2018: How Does Your State Compare?*; State Revenue Department websites; Bloomberg BNA.

- ▶ Strong movement towards healthy eating across all categories.
- ▶ Reduction in shelf allocation to candies, cookies, sodas.
- ▶ Pressure to reduce sugar content in juices
- ▶ Texas 6.25% general sales tax
- ▶ Sales tax exempt on all groceries
- ▶ Soda is not considered a grocery

# Sugar Tax

## Cities with Sugar Taxes

- ▶ Philadelphia, Pennsylvania
- ▶ San Francisco, California
- ▶ Oakland, California
- ▶ Albany, California
- ▶ Boulder, Colorado
- ▶ Cook County, Illinois
- ▶ Portland, Oregon
- ▶ Seattle, Washington

## States with Soda Tax

- ▶ *Arkansas*
- ▶ *Tennessee*
- ▶ *Washington*
- ▶ *West Virginia*

## States with Minor Soda Tax

- ▶ *Alabama*
- ▶ *Virginia*



## Does Sales Tax Apply?

Drink	California	Texas	Florida	New York
Sugary Soda	✓	✓	✓	✓
Diet Soda	✓	✓	✓	✓
100% Juice (Non-Carbonated)	✗	✗	✗	✗
Juice with Added Sugar (Non-Carbonated)	✗	Depends on Juice Content	✓	Depends on Juice Content
Milk	✗	✗	✗	✗
Unsweetened Sparkling Water	✓	✗	✓	✓
Unsweetened Bottled Water (Non-Carbonated)	✗	✗	✗	✓

The sales tax in Texas is 6.25% and can reach a high of 8.25% depending on the local county legislation.

# The Soda Tax?

- ▶ So far soda taxes have been implemented in Boulder, Colorado; Philadelphia, Pennsylvania; Seattle, Washington; and four California cities: Albany, Berkeley, Oakland, and San Francisco.
- ▶ Tax rates range from 1 cent per ounce in all four California jurisdictions to 2 cents per ounce in Boulder .
- ▶ As with state alcohol taxes, distributors or wholesalers pay the tax when they deliver products to retailers. The expectation is that much or all of the tax on soda is then passed on to customers in the form of higher retail prices.

# STEPS TO REGISTER A TRADEMARK







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