

U.S. Manufacturing Exports Swing from Deficit to Surplus with Free Trade Agreement Countries

Washington (July 23) - U.S. Secretary of Commerce Carlos M. Gutierrez announced new data showing that the United States is running a trade surplus in manufactured exports with our 14 free trade agreement (FTA) partners. In the first five months of 2008, the trade balance in manufactured goods rose to a \$2.7 billion surplus with our FTA partners from a \$12.3 billion deficit during the same period last year. "These figures show that our FTAs are succeeding and that Americans benefit from open markets," Gutierrez said. Gutierrez is pictured at the Manufacturing Council meeting in Washington. ([More](#)) ([Fact Sheet](#))

Apply to Participate in the CAFTA-DR Business Development Mission led by Secretary Gutierrez



There is still time for you to apply for the Business Development Mission to the Dominican Republic, Nicaragua and Costa Rica, September 29-October 4, 2008. Join Secretary Carlos M. Gutierrez to explore opportunities arising from the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR).

Application Deadline: Next Thursday, August 7, 2008

Full details and the on-line application are available at:

<http://export.gov/CAFTADRMission>

Event Information

Pennsylvania International Week—PIW 2008

September 8, 2008 to September 23, 2008

Pennsylvania's international representatives from 23 countries around the globe will be traveling to the Commonwealth this September to meet with Pennsylvania companies interested in exporting their products and services overseas.

Save yourself a trip overseas and register to meet with one or more of our Authorized Trade Representatives right here in Pennsylvania.

View the [Event Flyer \(.pdf\)](#)

Please contact your Regional Export Network Partner for more [information \(.pdf\)](#) or to register.

Save the Date!

10th Annual Central PA International Trade Conference

September 19, 2008

Celebration Hall

State College

Thank you to our 2008 sponsors!

Stay tuned for further details!

Noelle Long
Export Development
SEDA - Council of Governments
201 Furnace Road
Lewisburg, PA 17837
Phone: 570-524-4491
www.seda-cog.org/export

Dear Friends,

I am proud to bring to you the latest edition of ATID, E.D.I.'s "FORTNIGHTLY", a review of Israeli & regional business, developments and news, for the period ending 23 July 2008.

For your convenience, The FORTNIGHTLY is also available in html format at Atid's Web site:

[Fortnightly - July 23, 2008](http://www.atid-edi.com/index.php/Fortnightly.htm)<http://www.atid-edi.com/index.php/Fortnightly.htm>

[Want to know more about our Research, Analysis & Intelligence Gathering capabilities?](http://www.atid-edi.com/index.php/Fortnightly.htm)

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Some highlights of this issue include the following:

[Microsoft Signs Agreement to Purchase Data Quality](#)

[Start-up Zoomix](#)

[SAP to Open R&D Center in Israel](#)

[Abu Dhabi Buys 90% Stake in Chrysler Building](#)

[Rising Oil Prices and the Arab Countries - Winners &](#)

[Losers](#)

[Moody's Warns Turkey Could Face Ratings Downgrade](#)

[Teva to Acquire Barr](#)

Please note that this newsletter is a service of Atid, EDI. We are a team of economic and trade development

consultants, headquartered in Jerusalem, with satellite operations in Istanbul and Amman. EDI works with an international clientele interested in identifying and researching business opportunities in the region. These include investors and entrepreneurs and others who need information, analysis and intelligence from our region. We also serve as the regional representative offices for the investment and trade offices of a number of U.S. states and work with a number of US Foundations. EDI's other services include development of feasibility studies and customized research reports, as well as identification of potential joint ventures for commercial clients. For more information on how we may better assist you, please visit our Web site at: www.atid-edi.com or send us an email to info@atid-edi.com.

In addition, if you know of any relevant Israeli or regional development of interest, please notify me at: seth.vogelman@atid-edi.com.

We welcome your comments and suggestions.

Sincerely,

Seth J. Vogelmann
Editor
Atid, E.D.I.'s FORTNIGHTLY

Commonwealth of Pennsylvania Department of Community and Economic Development Eastern Mediterranean Regional Office POB 45005, 91450 Jerusalem, Israel Tel. +972-2-571-0199, Fax. +972-2-571-0713 U.S. Fax (Direct to Israel) 425-732-1379 Email: seth.vogelman@atid-edi.com Website: www.atid-edi.com/pennsylvania.htm

Senate Committee Examines Roots Of Ideology That Leads To Terrorism

July 17, 2008

Last Thursday, Homeland Security and Governmental Affairs Committee Chairman Joe Lieberman (I-Connecticut) heard testimony about the ideological roots that lead to violent Islamist extremism and what the U.S. can do to diminish the influence of the ideology here at home.

At the committee's 7th hearing in a series on Islamist radicalization and homegrown terrorism, witnesses distinguished between Islamist ideology - which has a political agenda - and Islam the religion, and outlined steps that should be taken to identify, isolate, and ultimately eliminate the threat of homegrown terrorism and the ideology that supports it.

"We are particularly interested in how Islamist ideology facilitates the radicalization process, the end point, of which is the planning and execution of a terrorist attack," Lieberman said. "We must better understand the roots of Islamist ideology so we can better guide our international, national and local efforts to counter its spread under its many different names, whether it is Al Qaeda, Hamas, Hizb ut-Tharir, the Muslim Brotherhood, or other splinter groups that promote the ideology."

The committee's lead witness, Maajid Nawaz, a former leader of Hizb ut-Tahrir in the United Kingdom, explained how he was radicalized by Islamist ideology and how the ideology leads to terrorism. Nawaz now directs the Quilliam Foundation, a "counter extremism" think tank committed to fighting the influences of Islamist ideology in the United Kingdom.

The 9-11 Commission report said: "Our enemy is twofold: al Qaeda, a stateless network of terrorists that struck us on 9/11; and a radical ideological movement in the Islamic world, inspired in part by al Qaeda."

The committee says it plans to continue its work to ensure the defeat of al-Qaeda and the ideology, especially to the extent the ideology has found a home in the U.S. and can inspire homegrown terrorist attacks.

Earlier this year, the committee released a bipartisan staff report titled "Violent Islamist Extremism, the Internet, and the Homegrown Terrorist Threat," which concluded that the use of the Internet by Islamist terrorists has increased the threat of homegrown terrorism in the U.S.

Other witnesses at Thursday's hearing were Dr. Peter Mandaville, Associate Professor of Government and Politics at George Mason University; Zeyno Baran, Senior Fellow at the Hudson Institute; Dr. Fathali Moghaddam, Professor, Department of Psychology at Georgetown University; and National Counter Terrorism Center Director Michael Leiter.

New National Intellectual Property Rights Command Post Opens In Virginia
July 17, 2008

The Departments of Homeland Security, Justice, and Commerce, along with the Postal Inspection Service, have opened a new, high-tech command post that will allow them to take joint action against counterfeiters. Located in Northern Virginia, the National Intellectual Property Rights Coordination Center (IPR Center) will help maximize member agencies' authorities and resources to counter the global threat of intellectual property rights violations.

"Intellectual property rights crimes are increasing in volume and complexity, costing legitimate companies and their hard-working employees billions in irreplaceable revenue," said Homeland Security Secretary Michael Chertoff. "These crimes threaten the health and safety of American consumers, and put illicit funds in the hands of criminals here as well as unknown recipients overseas. This center will fuse federal resources and promote partnerships with industry in new and powerful ways to protect American business and consumers from falling victim to dangerous and illicit goods."

The center will host the restructured partnership of its components, U.S. Immigration and Customs Enforcement (ICE) and U.S. Customs and Border

Protection, with the Department of Commerce, Health and Human Services' Food and Drug Administration, the Department of Justice's Federal Bureau of Investigation and the U.S. Postal Inspection Service to combat counterfeiting and trademark piracy.

DHS Secretary Michael Chertoff and Commerce Secretary Carlos M. Gutierrez joined business leaders, members of Congress, and law enforcement officials to dedicate the new facility in Crystal City, Virginia, and to explain how this state-of-the-art center will function. The ICE-led IPR Center co-locates, for the first time, the regulators and law enforcement agencies that work to protect public safety and national security by stopping the importation of counterfeit, substandard and tainted products and the theft of intellectual property.

Since 2000, the IPR Center has been the federal government's central point of contact in the fight against IPR violators. Under the new structure, and in the state-of-the-art facility, partners will employ a task force model to more effectively use authorities and resources to attack this international problem.

The agencies will jointly manage investigative leads, investigations and operations and head off conflicts in enforcement activity. In addition, they will strategically reach out nationally and internationally to train other law enforcement at every level about investigative best practices, to broaden intellectual property protection and to expand transnational enforcement capabilities. For international law enforcement agencies, the IPR Center will serve as a one-stop shop for partnering with the U.S. government to dismantle the criminal enterprises behind the flow of counterfeit items.

For more information, contact: The National Intellectual Property Rights Coordination Center, 2451 Crystal Dr., Suite 200, Arlington, Virginia 22202. You can also get additional information by calling 1-866-IPR-2060 or emailing IPRCenter@dhs.gov.

"USEAC Client of the Month Success Story"

FOR IMMEDIATE RELEASE

Contact: James Chan

Tel: (215) 735-7670

Selling to China is an uphill battle, but you can succeed

Consultant James Chan offers seven secrets

China's \$3.3 trillion economy has been built largely on exports to the rest of the world. Those who have tried to export American goods and services to China face heavy obstacles. James Chan, president of Asia Marketing and Management, has been helping companies overcome these hurdles for more than 25 years. With \$1.8 trillion in foreign currency reserves, China can now afford the best, Chan says. Its market offers real opportunities for American companies who want to export and expand.

Chan, who has helped more than 100 companies in the China market, says that companies who succeed know these seven secrets:

1. Your agent is your first "customer." Finding a China sales agent is an important first step, but it is only the beginning. You need to convince your agent that there is money to be made selling your products. Unless your agent is convinced that your products are a stepping stone to a better life and more opportunities, they will not be motivated to sell for you.
2. Your ideal agent must be an expert salesman, not just an expert. The most common pitfall among U.S. companies in selling to the Chinese is to hire a technical expert who knows their products. The ideal salesman in China should be an expert "operator." He or she may not have to a technical expert.
3. Let the Chinese do the selling. Your role is to recruit, train, and support your salespeople in China. A good Western manager knows when to go to China and when to let your Chinese sales people take the lead.

4. Don't compete on price. When people in China say that "Your price is too high," they are either trying to negotiate with you or they are the wrong targets. Price is only one of several factors in your success in China, as it is in the U.S. American companies are rarely the low cost vendors, you have to be clear and direct about how you are better.

5. Learn to guard your secrets and train your staff. Your customers in China may also be your competitors. It is not enough that you hire lawyers and use contracts to protect yourself. You must guard your own trade secrets and make sure that your employees are keenly aware of piracy.

6. Emotional intelligence is what works in China, not just intelligence. The Chinese feel proud when they can successfully "reverse engineer" your products so that they don't have to "depend" on you. Learn to make them feel good buying from you—as opposed to feeling "defeated" that they've "failed" to copy you.

7. Respect inspires loyalty, and, in the long run, sales. If you make your own agents and customers feel respected, they will give you critical market information and orders. But if they don't perceive that you respect them, they shut you off from the market.

Now you know the secrets, train to make them work for you. For a seminar on how to improve your export sales in China, e-mail Dr. James Chan at JamesChan@AsiaMarketingManagement.com or call him at (215) 735-7670.

Dr. James Chan is the first person to create and lead a three-day course titled "Business Skills for the China Market" for the American Management Association. To view his professional background in detail, go to: www.AsiaMarketingManagement.com.

* * *

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Save the Date!

Omani Ambassador Luncheon - August 7, 2008
9th Annual Tug Cruise and Mixer - August 7, 2008
Tour of the Port of Wilmington - August 18, 2008
Interested in Chile? - September 3, 2008
Screening of Air Cargo - September 18, 2008
Cuba: Can We Expect Change? - September 23, 2008

Omani Ambassador Luncheon - August 7, 2008

Roundtable Luncheon with
The Honorable Hunaina Sultan al- Mughairy
Ambassador of Oman to the United States

Date: Thursday, August 7, 2008
Time: 12:00 - 1:30 pm
Location:
University & Whist Club
Ballroom
Cost: \$25.00

One-on-one meetings with the Ambassador are also available following the luncheon upon prior request.

[Download Flyer](#)

[Register Online](#)

[Bi ography of the Ambassador](#)

9th Annual Tug Cruise and Mixer - August 7, 2008

Networking Mixer

Date: Thursday, August 7, 2008

Time:

5:45 - 7:30 pm

Boat leaves promptly at 6:00 pm

Location:

Port of Wilmington

Floating Berth

Cost: \$50

Space is limited!

[Download Flyer](#)

[Register Online](#)

[Directions](#)

Tour of the Port of Wilmington - August 18, 2008

Join us for a glimpse of the Port of Wilmington's Operations

Date: Monday, August 18, 2008

Time: Registration: 4:30

Presentation/Tour: 4:45

Location: Port of Wilmington

Cost:

WTCDE Member - \$10.00

Non-Member - \$15.00

[Download Flyer](#)

[Register Online](#)

[Directions](#)

Interested in Chile? - September 3, 2008

Export Opportunities for the Chilean Market International Business Seminar

Speaker:
Carlos Capurro
Senior Commercial Specialist
U.S. Commercial Services - Chile

Date: Wednesday, September 3, 2008 (Tent.)
Time: Morning Seminar
Location: TBA

One-on-one meetings also available following the seminar upon prior request.

Screening of Air Cargo - September 18, 2008

Business Seminar

Sponsored by the Mid-Atlantic District Export Council
Co-sponsored by the WTC Delaware and
International Trade & Development, State of Delaware (OMB)

Date: Thursday, September 18, 2008 (Tent.)
Location:
University & Whist Club
Dickinson Room
More information TBA.

Cuba: Can We Expect Change? - September 23, 2008

International Business Luncheon

Speaker:
Kirby Jones
President, Alamar Associates

Date: Tuesday, September 23, 2008
Time: 12:00 - 1:30 pm
Location:
University & Whist Club
Ballroom
11th & Market Streets
Wilmington, DE 19801
Cost:
WTCDE Member - \$25.00
Non-Member - \$35.00

[Download Flyer](#)

[Register Online](#)

Save the Date!

9th Annual
Tug Cruise & Mixer

Networking Mixer

Thursday, August 7, 2008
5:45 - 7:30 PM

Online Registration

Quick Links...
World Trade Center Delaware

Calendar of Upcoming Events (pdf)

Calendar of Upcoming Regional Events (pdf)

Join our mailing list!

email: info@wtcde.com
phone: 302-656-7905
web: <http://www.wtcde.com>

1. Summary and Action Requested

A USDOC International Buyer Program event, the World of Concrete, will be held at the Las Vegas Convention Center, Las Vegas, Nevada, February 3-6, 2009 with seminars February 2-6. Foreign buyer delegations are strongly supported and are encouraged to attend this major industry trade show.

2. Event Description

A. General Description

The World of Concrete, incorporating World of Masonry and Technology for Construction, is the largest annual international trade show for the commercial construction industry with more than 90,000 registrants. More than 1,700 exhibiting companies participate, providing the latest products, technology and equipment displayed in more than 900,000 net square feet of exhibit space.

B. Seminars

The World of Concrete seminar program is one of the industry's finest with more than 10,000 attendees participating in sessions each year. Sessions include everything from concrete

basics to decorative concrete and best management practices. Both 90-minute and three-hour sessions are available. New this year is a Spanish track featuring popular topics presented in Spanish.

C. Show Segments

The Producer Center: a dedicated marketplace of materials, equipment, demos and seminars for concrete producers; Material Handling: offering trucks, excavators and more for material delivery, distribution, concrete placement and earth moving; Concrete Repair and Demolition: housing a display of surface preparation equipment, scarifying, grinding, sawing equipment and other demolition products; World of Masonry: showcasing a full range of products, tools, information and technology for masonry professionals; Greensite: green building technologies; and, Technology for Construction: a premier feature within World of Concrete.

D. Product Categories

The leading manufacturers of World of Concrete products will be showcasing admixtures, aggregate processing, aggregates, batching equipment, block/paver/tile production equipment, cement products, cleaning materials and equipment, masonry, coatings/stains/sealers, computer hardware/software, concrete cleaners/removers, mortar and grout, cover mats, cranes, cutting and drilling equipment, decorative concrete, demolition equipment, dispatching & scheduling, dry shakes, earthmoving equipment, environmental controls for production equipment, finishing tools and equipment, fireplace & chimney accessories, forklifts, form types & forming accessories, foundation/slab repair, general construction equipment/materials/tools, general utility, insulation, joints and sealants, green building technologies & products, landscaping products, masonry anchors and fasteners, masonry units, material handling for concrete production, metal connectors & reinforcement, mixing/mixer materials for concrete/mortar, moisture control, mortar materials, movement joints, personnel & materials positioning, pipe production equipment, placing equipment, placing masonry, precast production equipment, precast wall forms, precast/pre-stressed & tilt-up, protecting finished masonry, publications, pumping equipment and accessories, ready mixed concrete, reinforcement tools & materials, repair equipment, repair materials and equipment, safety equipment, sawing and coring, scaffolding and shoring, slip-forming, structural elements, surface preparation, surveying equipment, technology for construction, tools and services for masonry designers & contractors, trailers & attachments, truck mixers, trucks, vehicle

components, vehicle maintenance & repair, and water drainage/protection.

E. Target Audience

World of Concrete attendees include architects and engineers, brick and block producers, commercial contractors, computer/CAD/CAE/IT managers, concrete contractors, concrete pumpers, construction managers, dealers/distributors, decorative concrete contractors, designers and specifiers, general contractors, GIS managers, information technology executives, masonry craftsmen/contractors, ready mix producers, rental equipment centers, repair contractors, residential contractors, specialty concrete contractors, pipe and block producers, and precast/pre-stressed producers.

3. Event Contacts

A. Show Organizer

Hanley Wood Exhibitions

Ms. Jackie James

Associate Director

P.O. Box 612128

Dallas, Texas 75261-2128

Tel: 1-972-536-6379

Fax: 1-972-536-6402

Email: jjames(@)hanleywood.com

B. International Buyer Program

Graylin Presbury

Project Officer

USDOC/ITA/US&FCS/ODO/TPP

1300 Pennsylvania Ave, NW, M-800

Washington, DC 20004-0001

Tel: 1-202-482-5158

Fax: 1-202-482-7801

Email: graylin.presbury(@)mail.doc.gov

4. Event Promotion

A. Multi-Language Fact Sheets

Multi-language fact sheets will be available in the following languages: Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Russian, and Spanish. Please visit the website at <http://www.worldofconcrete.com> to view the multi-language fact sheets.

B. Exhibition and Seminar Registration

International delegates may visit

<http://www.worldofconcrete.com> to register for free admission to the exhibition, to register for seminars, to preview the exhibitors list, and to obtain more information. International delegates are strongly encouraged to pre-register online using

the source code: IBP9. When asked how you heard about the show, please enter IBP9 in the red box. Admission to the exhibition is free to all pre-registered international delegation members. International delegates are also encouraged to pre-register for seminars at (USD) \$75 for each 90-minute session or \$100 for each 3-hour session before December 30. Seminar registration after December 30 and onsite seminar registration will be \$115 for each 90-minute session and \$140 for each 3-hour session. You may also complete the attendee registration form and mail, fax or call: World of Concrete, Attn: Jackie James, P.O. Box 612128, Dallas, Texas 75261-2128, USA; fax to 1-972-536-6402; or call 1-972-536-6379.

Once a delegation is organized, official international delegation leaders should email Jackie James at jjames(@)hanleywood.com and courtesy copy Graylin Presbury at graylin.presbury(@)mail.doc.com, to provide a list of delegation members and the expected date the badges will be picked up at the International Business Center, South Hall, Level 2.

All delegation lists should be in the following format:

- Company name
- Delegate full name (last name, first name)
- Job title
- Address
- City
- Country
- Postal code
- Telephone number
- Fax number
- Email address
- Business objectives (example: representation, licensing or joint venture agreements, etc.)
- Product areas of interest

Individual registrants wishing to attend World of Concrete and choosing not to be a part of a Commercial Service-led delegation may register online or complete the registration form and follow submission requirements above. The current pricing for non-IBP-organized delegations is as follows: \$40 for advanced online exhibits-only admission, and \$65 for exhibits-only registration after December 30 and onsite.

Badges for all pre-registered international attendees will be available onsite at the World of Concrete in the International Business Center, South Hall, Level 2.

D. Hotels

To secure travel and lodging arrangements please visit <http://www.worldofconcrete.com>, click on Attendee Info, then Hotel & Travel Reservations on the left sidebar under Travel & Housing. You may also email: [res\(@\)hanleywoodhousing.com](mailto:res(@)hanleywoodhousing.com), or call: 800-895-3978 or 212-532-1660, or fax: 212-779-6128, or mail: Hanleywoodhousing.com, c/o Travel Planners, 381 Park Avenue South, Third Floor, New York, New York 10016.

Please note: official international delegation leaders bringing 15 or more qualified, verified delegates will receive complimentary housing (room & tax only at official hotels based on availability) over the exhibition dates (February 3-6, four nights total) when the show management is notified in advance. Please have your delegations registered by January 9.

5. Onsite Programs

Show management and the Department of Commerce will maintain a comprehensive International Business Center (IBC) for international attendees at the Las Vegas Convention Center, Las Vegas, Nevada, USA. The International Business Center will provide translation services, match making services, private meeting rooms, and a lounge area with refreshments. The International Business Center hours are as follows: Sunday, February 1, 2009 from 11:30am - 5:00pm; Monday, February 2 - Thursday, February 5, 7:00am - 5:00pm; and, Friday, February 6, 7:00am - 1:00pm.

A directory of World of Concrete exhibitors interested in export opportunities will be located in the International Business Center along with a bulletin board featuring U.S. exhibitor export interest postings and to post foreign delegate product interests. To view an exhibitor list prior to the event, please visit <http://www.worldofconcrete.com>.

6. Action Requested

Request that posts which identified event in their CCG for promotion to promote the event; that posts which identified the sector or subsector as a Best Prospect to please promote this event; and, invite any other interested posts to promote the event. Please respond clearly as to whether post intends to recruit a foreign buyer delegation. And, please provide

general information on how post intends to promote and how post will qualify buyers in their delegations.

The Commercial Service's Trade Promotion Programs and Hanley Wood Exhibitions thanks posts for your support of the 2009 World of Concrete exhibition and your continued support for the International Buyer Program.

S.2920

SBA Reauthorization and Improvement Act of 2008 (Placed on Calendar in Senate)

SEC. 169. INTERNATIONAL TRADE LOANS.

- (a) In General- Section 7(a)(3)(B) of the Small Business Act (15 U.S.C. 636(a)(3)(B)) is amended by striking '\$1,750,000, of which not more than \$1,250,000' and inserting '\$2,750,000 (or if the gross loan amount would exceed \$3,670,000), of which not more than \$2,000,000'.
- (b) Working Capital- Section 7(a)(16)(A) of the Small Business Act (15 U.S.C. 636(a)(16)(A)) is amended--
- (1) in the matter preceding clause (i), by striking 'in--' and inserting '--';
- (2) in clause (i)--
- (A) by inserting 'in' after '(i)'; and
- (B) by striking 'or' at the end;
- (3) in clause (ii)--
- (A) by inserting 'in' after '(ii)'; and
- (B) by striking the period and inserting '; or'; and
- (4) by adding at the end the following:
- '(iii) by providing working capital.'
- (c) Collateral- Section 7(a)(16)(B) of the Small Business Act (15 U.S.C. 636(a)(16)(B)) is amended--
- (1) by striking 'Each loan' and inserting the following:
- '(i) IN GENERAL- Except as provided in clause (ii), each loan'; and
- (2) by adding at the end the following:
- '(ii) EXCEPTION- A loan under this paragraph may be secured by a second lien position on the property or equipment financed by the loan or on other assets of the small business concern, if the Administrator determines such lien provides adequate assurance of the payment of such loan.'
- (d) Refinancing- Section 7(a)(16)(A)(ii) of the Small Business Act (15 U.S.C. 636(a)(16)(A)(ii)), as amended by this section, is amended by inserting ', including any debt that qualifies for refinancing under any other provision of this subsection' before the semicolon.
-