



Export News

U.S. Commercial Service

Serving Central and Western Pennsylvania Companies

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Hello Everyone –

Spring is officially in the air now and it is time to wipe away those winter cob webs and get a fresh perspective. Clean out those export market closets and take a strategic evaluation and ask: Are you getting everything out of those markets you can? Could you increase sales there? What about the neighboring countries' markets, do they hold potential for your product/service? Is there a region of the world you never explored as a potential market? What can trade data tell me? If you are stumped where to find the answers to these questions, here are 4 Easy Steps to Expand Into New Export Markets:

- Step 1: [Examine Contemporary Markets](#)
- Step 2: [Track Global Demand of Your Product](#)
- Step 3: [Talk with your Peer Group](#)
- Step 4: [Contact Your Local Trade Specialist](#)

We are a federal agency that has been in place since 1980 to focus on growing U.S. exports. Let us help you grow your exports today.

Happy Exporting!

Lyn Doverspike
Director, U.S. Commercial Service, Pittsburgh

COUNTRY SPOTLIGHT: NIGERIA

Looking for U.S. Exporters

Nigeria is Africa's largest country and one of the fastest growing economies of the last decade. As a regional giant, it serves as a gateway to at least 15 other west African markets, meaning that once a company enters Nigeria, it can often create distribution links throughout western Africa with relative ease. Due to this growth, a variety of industries are finding new customers in Nigeria, especially in the healthcare, security, infrastructure, power generation, and transportation fields. The U.S. in particular has a great reputation as a producer of higher-quality goods than other competitors, giving exporters a comparative advantage when exhibiting their products abroad.

Pennsylvania Exports to Nigeria

In relation to Pennsylvania, Nigeria remains a significant international partner for many businesses, with over **\$71 million** in exports in 2014 alone. **Transportation equipment** is Pennsylvania's 2nd largest export sector to Nigeria and expected to continue growing as major infrastructural projects are already underway to create over 5000 km of roads. In addition, electrical equipment opportunities will be abundant, with the Nigerian government expecting roughly **\$3.5 billion** invested in order to improve their country's electric grid. This offers an excellent opportunity for U.S. companies to score major contracts for infrastructural projects.

Top 5 Pennsylvania Exports to Nigeria (2014)

1. Used / Secondhand Merchandise: **\$18.9 M**
2. Transportation Equipment: **\$17.0 M**
3. Petroleum & Coal Products: **\$5.8 M**
4. Machinery (not electrical): **\$5.4 M**
5. Chemicals: **\$4.9 M**

Nigeria's function as a foothold in western Africa as a whole, massive ongoing infrastructural projects, and strong growth rates make it an excellent choice for Pennsylvania companies. If interested in a U.S. government-facilitated trade mission to Africa at large, consider our [Trade Winds: Africa Trade Mission](#) which stops in Nigeria on September 21 for customized B2B meetings and also includes a conference in Johannesburg, South Africa from September 16-18.

Key Industry Needs in Nigeria:

- Oil and Gas Field Machinery
- Electrical Power Equipment
- Agricultural Industry
- Medical Equipment
- Aerospace/Aviation
- Safety & Security

[For more information, call our office at 412-644-2800, or see our U.S. Commercial Service Country Commercial Guide for Nigeria](#)

NEWS YOU CAN USE: ATA CARNET

If you are exhibiting at a foreign trade show and want to avoid unnecessary tariffs, consider using the [ATA Carnet](#). The ATA Carnet functions as a "merchandise passport," allowing your product to enter over 80 countries duty-free. This allows companies to attend foreign trade shows for more affordable prices while also having the advantage of being able to demonstrate their product firsthand for international buyers. Especially if you are considering attending one of our many [trade missions](#),

WEBINARS

Spotlight Webinar: Distribution Agreements, Trade Agreement Acts, and Manufacturing License Agreements

Export compliance and logistical issues are among the top concerns for U.S. companies doing business abroad. International sales may require distribution channels and/or distributors that team up with or even partner with the US manufacturer. This webinar provides guidance on drafting distribution agreements; licensing agreements and what should be included to avoid export violations when making deals with international distributors.

Participants in this webinar will learn:

- **Guidance on drafting distribution and licensing agreements**
- **How to avoid export violations**
- **How to screen potential distribution partners**

Don't miss this valuable chance to learn about key logistical issues to optimize your use of distributors while exporting!

Webinar Details

Date: April 22

Time: 1:30-3:00 P.M. ET

*For more information, please contact our office at:
412-644-2800*

Register Now!

Upcoming Webinars

- [**Ethiopia: Looking Ahead to Growth and Transformation \(April 15, \\$40\)**](#)
- [**Tap into the \\$2.2 trillion European Power Generation Market \(April 15, Free\)**](#)
- [**Advanced Letters of Credit \(April 16, \\$25\)**](#)
- [**Opportunities in North America's Unmanned Aerial Systems Market \(April 16, Free\)**](#)
- [**Free Webinar on the European Rotorcraft Industry \(April 22, Free\)**](#)
- [**CCC Mark: Guidance for U.S. Exporters \(April 23, \\$10\)**](#)
- [**European VAT Implications with E-Commerce \(April 23, \\$25\)**](#)
- [**Maintenance, Repair, and Operations \(MRO\) Items: Import Compliance Documentation \(April 27\)**](#)
- [**Recruit Students from Vietnam \(May 4\)**](#)
- [**Government Contracting \(May 6\)**](#)
- [**Considerations for exporting to China \(May 13, \\$20\)**](#)

**RECOMMENDED RESOURCES: TRADE AGREEMENTS
NEGOTIATION AND COMPLIANCE**

The Office of Trade Agreements Negotiations and Compliance (TANC) helps make trade agreements work for American exporters and investors. Its officers work to eliminate foreign government-imposed trade barriers by supporting U.S. efforts to negotiate new international trade agreements, and by working to ensure that existing agreements deliver the market access and fair treatment promised.

Have a Trade Complaint? Don't know where to go with it?

TANC is also a useful resource in case your company is unfairly treated by inconsistency in a given country's customs departments. For instance, if you are subjected to unfair resting requirements, government procurement, or burdensome customs procedures, TANC can facilitate government-to-government conversations to make your export process as smooth as possible.

For more information on TANC or to report a trade barrier, call our office at 412-644-2800 for more information.

Upcoming Seminars, Trade Missions, and Trade Shows

Our webinars, seminars, conferences, trade missions and trade shows are all in place to help educate U.S. companies on opportunities, build trade knowledge, and increase your exports.

LOCAL EVENTS

Spotlight Local Event: WANTED: More U.S. Exporters

May 27, 2015 - Erie, PA

Think exporting is only for the big guys? Think again! 97% of U.S. exporters are small to medium sized companies, and of that group, 2/3 of those companies **have less than 20 employees**. Small businesses looking to increase sales and profit, reduce dependence on the domestic market, and stabilize seasonal fluctuations should consider growing their exports. This half-day program will emphasize why exporting is good for your bottom line and make you aware of the tools and assistance available to make your company an exporting success!

Keynote Speakers:

U.S. Congressman Mike Kelly

-Positioning America for Exporting Success in the 21st Century

Honorable Phil English, former U.S. Representative

-Benefits of Exporting: An Economic Growth Engine

Topics Covered Include:

- Breaking Down Barriers: A Toolbox for Export Success
- Getting More From Your Export Markets
- Export Finance Solutions to Help You Compete with 'The Big Guys'
- U.S. Export Controls, Embargoes, and Compliance

Event Details:

Date: May 27, 2015

Time: 8 A.M. - 1 P.M.

Location: Erie, PA

Venue: Manufacturer & Business Association, 2171 W. 38th Street, Erie, PA 16508

Registration Fee: \$35 (Includes Continental Breakfast & Lunch)

To Register, contact the Manufacturer & Business Association at 814-833-3200.

Upcoming Local Events

Save The Date:

U.S. Global Growth Conference: Export Controls & Compliance

May 12, 2015

Latrobe, PA - St. Vincent College

For more information, contact sbdc@stvincent.edu

NATIONAL EVENTS



DISCOVER Global Markets - The Americas

May 12-14, 2015 - Miami, Florida

The Western Hemisphere offers a wide variety of attractive markets for U.S. exporters. In 2013, the Western Hemisphere was the destination for 45% of all U.S. exporters, more than any other region in the world. 12 different countries from the Caribbean, South America, and Central America have free trade agreements with the U.S., facilitating a cheaper and simpler export process to these countries. New developments such as the \$5 billion renovation of the Panama Canal and the 2016 Olympics in Rio de Janeiro are additionally creating a huge demand for U.S. products and services. No matter what your interest, [DISCOVER Global Markets: The Americas](#) is the only opportunity in 2015 to receive the latest business intelligence from across the Americas all in one location.

During this 3 day event, participants will:

- Learn about current issues in the Americas affecting exports
- Discover the best prospect sectors in the Western Hemisphere
- Have an array of networking opportunities
- Receive strategic advice from commercial officers working in the Americas

Plus: Arrange one-on-one meetings with Commercial Service Diplomats from:

Argentina - Bahamas - Barbados - Belize - Brazil - Canada - Chile - Colombia - Costa Rica - Dominican Republic - Ecuador - El Salvador - Guatemala - Haiti - Honduras - Jamaica - Mexico - Panama - Paraguay - Peru - Trinidad & Tobago

For more information, [please visit our DISCOVER Global Markets website.](#)

Register Now!

Upcoming DISCOVER Global Markets:

DISCOVER Global Markets - E-commerce Strategies for Exports
October 7-9, 2015 - Dallas, Texas

DISCOVER Global Markets - Pacific Rim Consumers
November 29-30, 2015 - Orange County, California

INTERNATIONAL BUYER PROGRAM

If you are exhibiting at or attending a domestic trade show, let us know! It may be a show that is part of the U.S. Commercial Service's International Buyer Program (IBP), which bridges the gap between foreign buyers and U.S. companies. We bring in motivated foreign buyers seeking U.S. products and can arrange personal meetings with these buyers and our in-country specialists to help you make the most of these excellent business opportunities. Check out the current list of IBP shows below and this month's spotlighted IBP show.

Spotlight IBP: WasteExpo 2015

Las Vegas, NV - June 1-4

WasteExpo 2015 is the largest conference and trade show for the fields of waste management and recycling technologies. With over 560 exhibitors and 11,000 participants, WasteExpo will undoubtedly be an excellent opportunity for both domestic and international networking opportunities.

In addition to the multitude of networking and educational opportunities, there will be over **1,400 non-U.S. guests from over 80 countries** hosted by the U.S. Commercial Service. These motivated buyers provide an excellent opportunity for U.S. sellers to create connections in a variety of foreign countries, all without leaving the country. Don't miss this chance to get the latest updates about the waste management and recycling industries and to create international connections, all without leaving the country!

*For more information, please contact:
Ryan Russell at Ryan.Russell@trade.gov*

Remaining IBP Trade Shows for 2015:

- [InfoComm International 2015](#) (June 17-19, Las Vegas, NV)
- [2015 International Franchise Expo](#) (June 18-20, New York, NY)
- [Fancy Food Show 2015](#) (June 28-30, New York, NY)
- [2015 Annual Meeting and Clinical Laboratory Expo of the American](#)

- [Association for Clinical Chemistry](#) (July 26-30, Atlanta, GA)
- [Outdoor Retailer Summer Market](#) (August 5-8, Salt Lake City, UT)
- [WEFTEC Water Environmental Federation Technical Exhibition and Conference](#) (September 26-30, Chicago, IL)
- [Pack Expo Las Vegas 2015](#) (September 28-30, Las Vegas, NV)
- [ASIS 2015 International 61st Annual Seminar and Exhibits](#) (September 28-30, Anaheim, CA)

TRADE MISSIONS & TRADE SHOWS

Spotlight Trade Mission: Trade Winds - Africa

September 14-21, 2015

Over the last decade, trade between the U.S. and Africa has tripled, and U.S. exports to Sub-Saharan Africa now tops **\$21 billion**. Africa is home to **6 of the 10 fastest growing countries** in the world, with growth rates expected to remain steady around 6%. 4 of these 6 rapidly growing economies - Angola, Nigeria, Ethiopia, and Mozambique - are all potential B2B matchmaking stops on this trip. Despite these numbers, many U.S. companies are hesitant to do business in Africa. [Trade Winds- Africa](#) is an excellent opportunity to explore this developing region with the support net of the U.S. government and regional Commercial Officers who can help you enter the African market at large.

Dates	Location	Activity	Best Market Prospects
Sept. 14 & 15	Ethiopia	B2B Matchmaking	Agriculture, Renewable Energy, IT, Medical Industry, Vehicles
	Tanzania	B2B Matchmaking	Telecommunications, Tourism, Energy, Mining, Construction
	Mozambique	B2B Matchmaking	Natural Gas / Petroleum, Mining, Telecommunications, Agriculture
	Angola	B2B Matchmaking	Oil/Gas Machinery, Mining, Telecommunications, Financial Services
	Ghana	B2B Matchmaking	Automobiles, Agriculture, Mining Equipment, Construction, Energy
Sept. 16-18	South Africa	Conference, B2B Matchmaking, Networking, Meetings with U.S. Commercial Officers	Green Technology, IT, Medical Devices, Pollution Control, Franchising
Sept. 20-21	Nigeria	B2B Matchmaking	Aerospace/Aviation, Construction, Education, Medical Equipment,
	Kenya	B2B Matchmaking	Agriculture, Aerospace/Aviation, Construction, Medical, Computers

The table above details the dates, locations, services, and best market prospects of the 8 countries taking part in this trade mission. Please note that the list above is not comprehensive and that there you can find more detailed information by either calling our office at 412-644-2800 or by using our [Market Research Library](#) to view the Country Commercial Guides for our B2B matchmaking stops.

Trade Mission Features:

- High visibility networking opportunities with pre-screened businesses
- Opportunities to meet key industry and government officials
- Meetings with Senior Commercial Officers from African embassies to help with market entry strategy and trade leads

Fee Schedule:

Activity	SME (Less than 500 employees)	Large Company
South Africa Conference + 1 B2B matchmaking stop	\$2500	\$3500
South Africa Conference + B2B matchmaking stops	\$3200	\$4200
South Africa Conference Only	\$500	\$500
Additional Company Representative	\$500	\$500

Interested in participating in Trade Winds: Africa?

Contact Senior International Trade Specialist LeeAnne Haworth at 412-644-2816 or LeeAnne.Haworth@trade.gov to register your interest and to receive a **free market evaluation**.

Upcoming Trade Missions:

- [Executive-Led Cyber Security Mission to Poland and Romania](#) (May 11-15)
- [Healthcare Mission to Egypt, Jordan, and Israel](#) (May 16-21)
- [Mining Trade Mission to Mexico](#) (June 1-2)
- [Trade Mission to Central America](#) (June 21-26)
- [7th Annual U.S. Industry Program at the International Atomic Energy Agency \(IAEA\) General Conference](#) (September 13-16)
- [Education Trade Mission to Europe](#) (September 21-25)

EXPORT CONTROLS, SANCTIONS, & EMBARGOES

It is every exporter's responsibility to make sure they are exporting within U.S. regulations and policies. Trade sanctions can change quickly so staying up to date is critical to your business. Information from the Bureau of Industry and Security (BIS) and Office of Foreign Asset Control (OFAC) are updated regularly. As a U.S. exporter, it is your responsibility to ensure that you are abiding by U.S. compliance rules and staying current on regulations pertaining to your product and export country.

Keep Up to Date on Regulations:

- [Office of Foreign Asset Control website](#) (OFAC) - for up-to-date information regarding sanction programs, including Iran Sanctions, Syria Sanctions, Cuba Sanctions and Ukraine-Related Sanctions.
 - OFAC Export Assistance Hotline - 1-800-540-6322 or 202-622-2490.
- [Bureau of Industry and Security website](#) (BIS) - for several sanctioned destinations. The BIS also offers a complete list of Parties of Concern [here](#).
- [Nuclear Regulatory Commission website](#) (NRC) – for the safety of nuclear power production and other civilian uses of nuclear materials.
- [Directorate of Defense Trade Controls website](#) (DDTC) – for the export of defense articles covered by the United States Munition List

Helping U.S. Exporters Since 1980

The U.S. Commercial Service is a federal agency within the U.S. Department of Commerce's International Trade Administration. We help U.S. businesses like yours increase export sales.

and markets by providing export counseling, advocacy, market intelligence, overseas business matchmaking and more. The Pittsburgh-based office covers 36 counties in Western and Central Pennsylvania, it is one of more than 100 nationwide offices and overseas offices in over 70 countries based within U.S. embassies and consulates.

Need help exporting? [Find your industry's local international trade specialist.](#)
Haven't worked with us before? [Complete our intake form to get started today.](#)
Want more export news? [Find complete information about our resources here.](#)
Put our global network to work for your business today!

Contact Us At:

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