



INTERNATIONAL
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Export News of the U.S. Commercial Service September Edition

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Export News U.S. Commercial Service

Serving Central and Western Pennsylvania
Companies
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Hello Everyone & Happy Fall!

Are you ready to break out the coats, umbrellas and galoshes? Me neither! But resist as we might, time waits for no man (or woman) and we must have our eyes open and not overlook the annual landscape of activity going on around us. In that same train of thought, I would like to bring to your attention an annual event, a trade show, that because it has been around for so long – might not be on your radar. 2016 will bring a historic undertaking at the world's largest and, at 68 years old, the oldest industrial trade show – Hannover Messe. From April 25-29, 2016, the U.S. will be featured as the partner country at the show and if you have overlooked Hannover Messe in the past because you thought it was too big and your small to medium sized company would get lost at the show – this is the year that changes. Because of the U.S. partner country status, there will be a red, white & blue pavilion within each focused industry hall sector in which American workmanship and quality products will receive a spotlight and our agency will provide customized service while at the show. If this sounds of interest to you, check out our [Hannover Messe April 25-29, 2016](#) website for more details.

Happy Exporting!

Lyn Doverspike

Director, U.S. Commercial Service, Pittsburgh

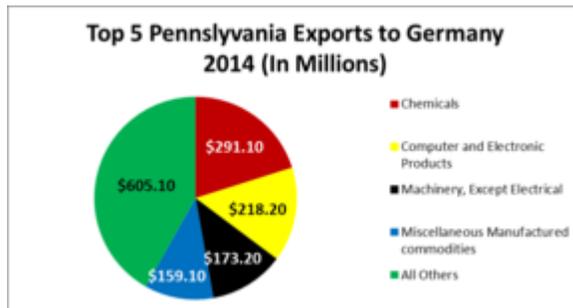
Country Spotlight: Germany

**News You Can Use: Coming
Trade Agreements**

Germany has a lot to offer U.S. exporters as the largest European trading partner to the U.S. and the 6th largest market for U.S. exports, with \$49.3 billion in exports in 2014. Furthermore, Germany's share of U.S. exports is 3% as of 2013 with plenty of opportunities to grow, since the German market is very decentralized and diverse.



Pennsylvania represents nearly 3 percent of the entire export market to Germany at \$1.4 billion and is positioned to make big gains when considering Germany's market needs and Pennsylvania's current exports to Germany (see graphs). Click the flag for more information on German markets from our Country Commercial Guides.



The Hannover Fair



The world's largest trade show focusing on industrial equipment, the fair will have more than 6,000 exhibitors and 220,000 visitors (70,000 from outside Germany), meeting in 26 halls. The Hannover Fair is owned and organized by Deutsche Messe AG (DMAG), which is an official partner of the U.S. Department of Commerce.

Exhibit under a U.S. pavilion and receive customized service at the show in any of these industry halls:

- Industrial Automation
- Digital Factory (smart manufacturing)
- Industrial Supply (advanced materials)
- Research and Technology
- Energy

The United States is in the process of negotiating 2 regional trade agreements with 10 Asia-Pacific countries (the [Trans Pacific Partnership](#) or TPP) and with the European Union ([Transatlantic Trade and Investment Partnership](#) or TTIP). It is important to understand the impact that these trade agreements could have at the state, federal, and international level, so the Office of the United States Trade Representative (USTR) has produced a number of materials, in an effort to continue providing the public with information on both of these agreements. Click each link above to be taken to the USTR website for each respective agreement and scroll down to the bottom to see the impacts for Pennsylvania.



Recommended Resource: Top Markets Series

If you're thinking of exporting to Germany, why not read up on the current market outlook for some of Germany's top industries? The International Trade Administration's Top Markets Series is meant to help exporters determine their next export market by comparing opportunities across borders. The reports provide a detailed assessment of the competitiveness landscape within a sector, as well as the opportunities and challenges facing U.S. exporters in key markets.

Top Markets

Series: <http://trade.gov/topmarkets/>

Local Events

Global Market Development with Brazil and Mexico

Thursday, September 24, 2015 9:00 a.m. - 4:30 p.m. Saint Vincent College

Learn how to grow your sales, mitigate risks, and plan your legal strategy when exporting to Brazil or Mexico with this full day seminar.

If you are a central or western Pennsylvanian company interested in becoming an exhibitor for the Hannover Fair, contact **Ryan Russell** at 412-644-2817 or at Ryan.Russell@trade.gov

International Buyers Program (IBP): The International Consumer Electronics Show

The International Consumer Electronics Show (International CES) showcases more than 3,600 exhibitors, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with 220 conference sessions; and more than 165,000 attendees from 150 countries.

January 6-9, 2016
Las Vegas, NV
cesweb.org

Check out all of our IBP events on our 2016 Trade Show Schedule page



Discover Global Markets Conferences



Plan to attend this unprecedented national series of conferences designed to help

U.S. businesses expand sales, penetrate new markets, and boost their bottom line through exports! Reserve your spot now at a Discover Global Markets event in 2015.

October 8-9, 2015
Dallas/Ft. Worth, TX

Who Should Attend this event?



Topics include:

- Economic and cultural overviews of Brazil and Mexico
- Discussions on the countries' industrial bases and their roles in the global economy
- Protecting your intellectual property
- An "Ask the Experts" panel

For more information, contact the Saint Vincent College Small Business Development Center at 724-537-2572 or email sbdc@stvincent.edu

Export Basics

Date: Thursday, November 19, 2015
Time: 9:00 a.m. to 12:00 p.m.
Location: Duquesne University Rockwell Hall Room 108
Cost of Attendance: \$49

A course designed to provide a basic understanding of exporting in the United States, with topics including:

- Recognizing and Identifying Export Opportunities
- Shipping and Payment
- Legal and Regulatory Aspects of Exporting
- Sources of Information and Assistance
- Cultural Issues

Register Now

For more information, contact:

LeeAnne Haworth
at LeeAnne.Haworth@trade.gov

Due Diligence - November 5th

Save the date for our November 5th Due Diligence event featuring speakers on commercial, financial, and regulatory export compliance procedures.

Webinars

While you're waiting for the Hannover Fair, it is never a bad time to catch up on some current export procedures and new international trade

- Sales and marketing professionals responsible for understanding global market trends.
- Digital marketing and e-commerce strategists.
- Operations and logistics professionals responsible for identifying supply chain logistics providers of direct sales methods, distribution channels and fulfillment services.
- C-level executives responsible for positioning their companies to respond to quickly to global trends and opportunities.
- Investors and professional advisors.

Click on the banner for more information and registration!



**November 29-30,
2015
Orange County, CA**
What to expect?

- In-depth market intelligence targeting major consumer markets in the Pacific Rim
- Country and industry sessions led by industry specialists and executives
- Financing for generating maximum revenue and profits
- Practical “how-to” sessions on marketing, distribution, and protecting your Intellectual Property Rights (IPR)
- “Meet the Buyer” sessions and networking with senior business leaders

Click on the banner for more information and registration!

knowledge. Check out some of our upcoming webinars below.

[German & Czech Healthcare Market & Reimbursement Webinar -- multiple industry sectors](#) (September 30, 2015)

[Low-Cost Way to Recruit International Students from Vietnam](#) (October 5, 2015)

[International Trade Compliance Webinar Training Program-DVD Replay](#) (December 31, 2015)

Also check out our Archived Webinars [here](#).

Export Controls, Sanctions, & Embargoes

Keep Up to Date on Regulations:

Below are links we suggest to bookmark for keeping up to date with information on export regulations and controls but should not be considered an exhaustive list:

- [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

U.S. Commercial Service: Your Global Business Partner

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!

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