



Export News U.S. Commercial Service March 2015 Vol. 4, Issue 3

Hello Everyone –

Have you had enough of the cold and snow? I have! ... and here's hoping we are actually at the tail end of winter. This is a great time of the year to "[Look South](#)." More than half of all U.S. Free Trade Agreement (FTA) partners, are in Latin America. These 11 economies – Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, and Peru – have a rapidly growing base of middle-class consumers and are diversifying industries quickly. In addition to low or zero tariff rates on merchandise, FTAs increase transparency, improve the business environment for services and government procurement, and reduce market access barriers in areas such as intellectual property rights, standards, and customs procedures. Even if you are already exporting to our Southern neighbors, look at increasing your market share or entering a new market. Want more information on this region of the world, consider participating in our [DISCOVER Global Markets: The Americas in Miami May 12-15, 2015](#). Want to know if your product or service is in one of the industries designated as the best prospects category for U.S. exporters in the 11 "Look South" markets, click on our "Look South" picture.



Lyn Doverspike

Director, U.S. Commercial Service, Pittsburgh

Country Spotlight: Colombia

Looking for U.S. Exporters: Colombia

There is no doubt that Colombia is an extremely unique market. With coasts on both the Atlantic and Pacific oceans, and with 5 commercial hubs (Bogota, Medellin, Cali, Cartagena, & Barranquilla), Colombia offers many strategic distribution points. Massive infrastructure improvement projects and a growing middle class that now makes up over 1/3 of the population are creating a demand for more foreign products than ever before.

Major security improvements and steady economic progress have been the cornerstones of dramatic growth in foreign investment in Colombia. Since the establishment of a Free Trade Agreement in 2012, U.S. exports to Colombia have increased nearly 20%. In Latin America, Colombia has become 3rd-largest trading partner with the U.S., trailing only Mexico and Brazil.

The combination of infrastructure improvement programs and a growing middle class has created a diverse set of opportunities for U.S. companies. On the one hand, billion dollar infrastructural projects will necessitate foreign investment in a variety of large-scale projects. On the consumer end, the burgeoning middle class is creating demand for a variety of industries such as education and franchising. The transportation industry straddles both the infrastructure and consumer ends of society, with municipal governments needing foreign investment to finish massive public transportation improvements, and with wealthier consumers creating a

demand for cars and motorcycles.

Colombia's steady growth and improved security make the country extremely appealing to U.S. exporters. With a variety of industry opportunities, Colombia should be a top industry pick for new market development.

Key Industry Needs in Colombia:

- Automotive and Transportation
- Education
- Electric Power and Renewable Energy
- Franchising
- Medical Equipment
- Oil and Gas Equipment

Top Pennsylvania Exports to Colombia (2014):

- Chemicals: \$56.2 M (\$21.3 M of which are pharmaceuticals & medicine)
- Machinery: \$42.9 M (except electrical)
- Computer and Electronic Products : \$37.3 M (\$17.5 M of which are measurement / medical tools)
- Paper : \$21.9 M
- Fabricated metal products : \$17.6 M

For more information, see our [U.S. Commercial Service Country Commercial Guide for Colombia](#).

NEWS YOU CAN USE: VISAS TO BRAZIL

Plan Early for Trips to Brazil

Companies looking to travel to Brazil have recently found that the Brazilian visa process could last up to 40 days, creating considerable travel delays. As of August 1, 2014, visa applications must be submitted in-person to the Brazilian Consulate in New York, and they can only be submitted during an appointment scheduled on the [Brazilian Consulate website](#). Appointments are often booked for weeks in advance, and the Brazilian government recommends scheduling an appointment at least 1 month in advance of your flight to avoid any customs issues.

RECOMMENDED RESOURCES: FREE TRADE TOOLS

The U.S. has Free Trade Agreements (FTAs) with 20 different countries (including our spotlight country Colombia). [The FTA Tariff Tool](#) combines tariff and trade data into one simple and user-friendly interface. Searching by HS number, users can see the current and future tariff rates in addition to when the product will become duty free. Especially since FTA countries help companies cut costs by reducing or eliminating import tariffs, this tool is excellent for lowering costs when entering new markets.

EXPORT CONTROLS, SANCTIONS, & EMBARGOES

As an exporter, it is your responsibility to make sure you are staying compliant and up to date on U.S. export regulations, controls, and policies. Export control violations can carry heavy fines and possible loss of your company's exporting privilege. As export issues can change quickly, we highly recommend your company create an internal export control program to keep your company violation free.

Keep in mind, there are export regulations that pertain to your product, use of that product, the country you are exporting to, the entity you are exporting to, the foreign bank your buyer is using, and many more considerations. We understand that it is a lot to keep up with and suggest bookmarking the below websites to help stay up to date with your information and participate in our annual Export Control Conference each Fall.

Office of Foreign Asset Control website (OFAC)

For up-to-date information regarding embargo & 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)

The BIS also offers a [complete list of Parties of Concern](#).

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

UPCOMING WEBINARS

SPOTLIGHT WEBINAR:

Angola and Mozambique: Record Growth from Port to Port – April 1

During this webinar, part of a series on our [Trade Winds: Africa Trade Mission](#), participants will learn about the lucrative opportunities in often overlooked African nations. Angola is the 3rd-largest economy in Sub-Saharan Africa, and U.S. exports to Angola have quadrupled since 2002. Mozambique has offered a steady GDP growth of 8% per year since 2000, and export possibilities are expected to boom in the coming years as the country develops its natural gas and coal reserves.

In this webinar, participants will:

- Receive key market information from U.S. Embassy Commercial Diplomats
- Gain insight on current opportunities in Angola & Mozambique
- Learn best-practices from exporters already in the market
- Ask questions unique to your business challenges.

Webinar Details:

Date: April 1, 2015

Time: 11:00 AM EST

Cost: \$40

[Register Now](#)

Venue: Your Computer (via link provided upon registration)

For more information, contact LeeAnne Haworth at

412-644-2816 or LeeAnne.Haworth@trade.gov

ADDITIONAL WEBINARS

- [Exporting to Mexico Series: Mexican Labeling Requirements](#) (Mar. 17, \$25)
- [Export Opportunities in Nicaragua for U.S. Companies](#) (Mar. 18, \$35)
- [Ghana: Growing Export Opportunities for U.S. Businesses](#) (Mar. 19, \$40)
- [Financing Your Trade Export and Getting Paid](#) (Mar. 19, \$25)
- [New England Trade Adjustment Assistance Center Informational Webinar](#) (Mar. 24, Free)

- [Webinar on Opportunities in Zacatecas, Mexico's Mining Sector](#) (Mar. 25, \$35)
- [Eastern Europe \(Hungary and Bulgaria\) Virtual Education Fair](#) (April 2, \$650 Limit 6 U.S. Institutions)
- [China's Medical Device Market Under the New Regulatory Regime](#) (April 2, \$30)
- [Access to Private Capital for Growing Businesses Webinar](#) (April 7, \$10)
- [Export Controls at Trade Shows](#) (April 8)
- [Ethiopia: Looking Ahead to Growth and Transformation](#) (April 15, \$40)
- [Advanced Letters of Credit](#) (April 16, \$25)
- [Letter of Credit Discrepancies](#) (May 21, \$25)

Local Trade Events

Counterintelligence and Mitigating Risks in International Markets

April 8; Kersey, PA

With the importance of e-commerce, cyber security has become a top priority for many companies. Despite this, many companies are not sure where to start in order to protect themselves from corporate espionage or cyber-attacks. During this seminar in Kersey, participants will:

- Learn how to protect their company's information and research
- Explore current trends in cyber-attacks
- Learn about export compliance and how to mitigate export risks
- Discuss personal safety while traveling

This event is an excellent opportunity for IT staff, members of an export compliance team, management, and anyone involved in international operations. Don't miss this opportunity to protect your business and learn about the risks of working in an international market place!

Event Details:

Date: April 8, 2015

Time: 9 A.M. – Noon

Location: Kersey, PA

Venue: The Red Fern - 421 Old Kersey Rd, Kersey, PA 15846

Cost: \$10 (Includes Lunch)

To register: Contact Amber Hancharick at ahancharick@ncentral.com or 814-773-3162.

U.S. Global Growth Conference Compliance – May 12, Save the Date.

For more information, call our office at 412-644-2800

NATIONAL TRADE EVENTS

DISCOVER Global Markets Conference Series:

DISCOVER Global Markets - The Americas

May 12-14, 2015 - Miami, Florida

The Western Hemisphere offers an array of attractive markets for U.S. exporters. In 2013, the Western Hemisphere was the destination for 45% of all U.S. exports, 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. New developments such as the \$5 billion renovation of the Panama Canal and 2016 Olympics in Rio de Janeiro are additionally projected to have positive impacts on U.S. exporters in the Americas. [DISCOVER Global Markets: The Americas](#) is the only opportunity in 2015 to learn the latest business intelligence from across the Americas all in one location.

During this 3 day event, participants will:

- Discover the best prospect sectors in the Americas
- Learn about current issues in the Americas that have been affecting exports
- Have an array of networking opportunities
- Attend a variety of discussions regarding strategy

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 and to register [please visit our DISCOVER Global Markets website](#).

DISCOVER Global Markets - Ecommerce Strategies for Exports

October 7-9, 2015 - Dallas, Texas

DISCOVER Global Markets - Pacific Rim Consumers

Early November, 2015 - Orange County, California

INTERNATIONAL BUYER PROGRAM TRADE SHOWS

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 Trade Show: Offshore Technology Conference

May 4-7 Houston, TX

During this four day event, roughly 90,000 professionals from over 130 countries across the globe will convene to discuss various trends in the exploration and production industry. Topics such as energy outlook, environmental issues, technological innovation, big data, risks, and motivation will all be covered in conference-style presentations.

Besides these relevant topics of discussion, U.S. Commercial Diplomats from embassies all over the globe will be bringing in motivated buyers for Showtime Consultations with U.S. sellers. This offers an excellent chance for companies to enter new markets or expand their presence in existing markets all while staying in the U.S. Don't miss this great chance to learn about new industry developments and to explore international markets all at once!

Event Details:

Date: May 4-7, 2015

Location: Houston, Texas

For more information, please contact Ryan Russell at Ryan.Russel@trade.gov or 412-644-2817

Remaining IBP Trade Shows for 2015

- NPE 2015—The International Plastics Showcase (March 23-27, Orlando, FL)
- The 2015 NAB Show® (April 12-16, Las Vegas, NV)

- The National Restaurant Association Restaurant, Hotel-Motel Show (NRA Show) (May 16-19, Chicago, IL)
- WasteExpo 2015 (June 1-4, Las Vegas, NV)
- InfoComm International® 2015 (June 17-19, Las Vegas, NV)
- 2015 International Franchise Expo (June 18-20, New York, NY)
- Fancy Food Show (Summer) 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 Environment Federation Technical Exhibition and Conference 2015 (September 26-30, Chicago, IL)

For additional information on what programs and activities the U.S. Commercial Service is organizing for these shows, please contact our office at 412-644-2800 or office.pittsburgh@trade.gov.

TRADE MISSIONS

Spotlight Trade Mission: Trade Winds – Africa September 14-21, 2015

Over the last decade, U.S. trade to and from Africa has tripled, and U.S. exports to Sub-Saharan Africa not top \$21 billion. Africa is home to 6 of the 10 fastest-growing countries in the world, with growth rates expected to remain steady near 6%. 4 of these 6 rapidly growing economies - Angola, Nigeria, Ethiopia, and Mozambique - are all potential B2B matchmaking stops on this trip. Don't miss this opportunity to explore African markets on this U.S. government hosted trade mission and conference:

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 a comprehensive list and that you can find more comprehensive 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 various African embassies to help with market entry and

trade leads

Fees and Expenses

*You can receive B2B matchmaking appointments in up to 5 different countries

Activity You Can Choose	SME (Less than 500 employees)	Large Company (More than 500 employees)
South Africa Conference + 1 B2B matchmaking stop in 1 country	\$2500	\$3500
South Africa Conference + 2 B2B stops in 2 countries	\$3200	\$4200
South Africa Conference Only	\$500	\$500
Additional Company Representative	\$500	\$500

UPCOMING TRADE MISSIONS:

- [Executive-Led Smart Cities-Smart Growth Trade Mission to China \(April 12-17\)](#)
- [Automotive Trade Mission to Lima, Peru and Bogota, Colombia \(April 26-30\)](#)
- [Executive-Led Cyber Security Mission to Poland and Romania \(May 11-15\)](#)
- [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 \(September 13-16\)](#)
- [Trade Winds Trade Mission to Ethiopia, Tanzania, Mozambique, Angola, Ghana, South Africa, Nigeria, and Kenya \(September 14-21\)](#)

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.](#)

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Put our global network to work for your business today!

Contact Us At:

U.S. Commercial Service Pittsburgh

William S. Moorhead Federal Building

1000 Liberty Avenue, Suite 807, Pittsburgh, PA 15222

Phone: 412-644-2800

Email: Office.Pittsburgh@trade.gov

Website: www.export.gov/pennsylvania/Pittsburgh

