

Pacific South Network Newsletter

Serving Southern California, Nevada, and Hawaii-Guam

December 2013

Calendar of Events:

Jan 15-17, 2014

[SHOT Show](#)

Jan 22, 2014

[Intellectual Property Conference](#)

Feb 11-13, 2014

[World Ag Expo](#)

Feb 19, 2014

Brazil Seminar

Feb 20, 2014

[ExportTECH L.A.](#)

March 6-9, 2014

[NPEW](#)

March 26-27, 2014

[BIS Seminar](#)

April 7-8, 2014

[APBO](#)

April 12-15, 2014

Hair Brasil

April 15, 2014

[BIS ECR Seminar](#)

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Season Greetings U.S. Exporters!

As we finish up 2013 and look forward to a prosperous 2014 there are lots of opportunities to plug into. The most exciting news within our organization that I would like to share with you is that the U.S. & Foreign Commercial Service has merged with our Market Access and Compliance unit to form a new division within the International Trade Administration entitled Global Markets.

We will still use our U.S. Commercial Service brand while in the domestic and overseas fields but we nevertheless want to promote the fact that we now have a new one-two punch – trade promotion and policy – working together in this unique combination to help U.S. industry capture and expand markets in both the short term while making sure U.S. companies are there for the long-term.

Later, in 2014, look for our showcase event “Discover Global Markets” series across the country including here in the Southern California region. This conference will showcase our U.S. Embassy Commercial Attaches and also integrate the compliance and market barrier tools necessary to sustain your global market strategy.

Also, special congrats to our local client, Roy Paulson, who has been elected as the new chair of the [National District Export Council](#). Finally, check out our [ITA blog](#) posting this month which features our local client South Coast Plaza and our events and programs coming up and have a great 2014!

Warmest regards,

Richard

Rich Swanson, Pacific South Region

Learn more about MDCP Funds!

Learn more about MDCP (Market Development Cooperator Program) federal funds available in 2014 to support projects designed by trade associations and other non-profit industry groups to help U.S. companies build exports that support U.S. jobs.

- Application deadline will probably be in mid- to late-February.
- Learn more about MDCP funds at www.trade.gov/mdcp

To find out how to receive MDCP funding, join us for any of seven (7) conference calls planned for November and December. Go to www.trade.gov/mdcp to see the schedule and dial-in number.

APBO 2014
Register



Secretarial Mission to the Middle East



Secretary of Commerce Penny Pritzker will lead an Infrastructure Business Development Mission to the United Arab Emirates, the Kingdom of Saudi Arabia and Qatar that will highlight infrastructure export opportunities for U.S. businesses with an emphasis on:

- project management and engineering (including construction, architecture and design)
- renewable energy (solar, wind, waste-to-energy)
- smart grid and energy efficiency
- environmental technologies (including water/wastewater; air pollution control; and waste management)

The mission will stop in the United Arab Emirates (Abu Dhabi and Dubai), the Kingdom of Saudi Arabia (Riyadh) and Qatar (Doha). In each country, participants will meet with pre-screened potential agents, distributors, and representatives, as well as other business partners and government officials. They will also attend market briefings by U.S. Embassy officials, as well as networking events offering further opportunities to speak with local business and industry decision-makers.

For more information, visit: <http://export.gov/GCCMission2014/>

President's E-Award and E-Star Awards

The President's E Award was created by Executive Order of the President in 1961 to afford suitable recognition to persons, firms, or organizations which contribute significantly in the effort to increase United States exports.

The President's E-Star Award affords continuing recognition of noteworthy export promotion efforts. The President's E Certificate for Export Service is awarded to organizations that may or may not export directly, but which assist or facilitate export efforts through services.



Eligibility: Any firm, partnership, corporation, association or organization that feels it has made a significant contribution to U.S. export expansion efforts and can meet the criteria.

The period of consideration for an E Award or E Star Award covers the most recent four (4) years of export operation.

Application Period: November 6th, 2013 and midnight January 17th, 2014.

For more information, please visit: <http://export.gov/exportawards/>

U.S. Commercial Service Events

Open Discussion with USPTO Experts & with Crowell & Moring Attorneys • Jan 22, 2014

Location:

Crowell & Moring LLP
3 Park Plaza, 20th Floor
Irvine, CA 92614-8505

Time: 7:30AM-4:00PM

Cost: \$85.00

Link to Register:

MCLE credits: 6 hours (requested for approval)



This conference will cover patents, trademarks, the Madrid Protocol, IP issues on the internet, Commercialization of Your IP, and include an interactive discussion with Crowll & Moring Legal Tam as well as an open discussion and 1-1 consultations with USPTO and/or Crowell & Moring Attorneys. (Pre-registration required).

QUESTIONS: Please contact Jason Sproule with any questions. Tel: (949) 660-7105, Email: Jason.Sproule@trade.gov

Doing Business in Brazil • Feb 19, 2014

Location:

Coto de Caza Country Club
25291 Vista Del Verde
Coto de Caza, CA

Time: 9:30am – 3:00pm

Fee: TBD

Website: coming soon!



ExporTech Los Angeles • Feb 20, Mar 20, & April 24, 2014

Location:

Holiday Inn Torrance
19800 S. Vermont Avenue
Torrance, CA 90502

EXPORTECH

Cost: Early Bird Registration \$3,500 per company for 2 executives; \$5,000 per company for 2 executives per company

For more information: http://www.cmtc.com/Portals/103829/docs/exportech_LA_02.20.13.pdf

Contact: Elizabeth Glynn at (310) 984-0728 or email: eglynn@cmtc.com

Developed by the Manufacturing Extension Partnership and the U.S. Commercial Service, U.S. Department of Commerce, ExporTech™ will connect participants with the best international business experts in the region realizing enormous efficiencies as they navigate the export process, assist in developing a simple, actionable international growth plan based on a series of designed tools and templates, generate measureable results, and more.

Complying with U.S. Export Controls • March 26-27, 2014

Location:

Del Mar Hilton
15575 Jimmy Durante Blvd.
Del Mar, CA 92014

Cost: \$495

Registration link:

http://export.gov/california/sandiego/tradeevents/eg_us_ca_067494.asp

The Export Regulations Course is a two-day, hands-on workshop designed for all levels of expertise on export control issues.

The program will cover the Export Administration Regulations, including: types of controls, classifying your product, license requirements, support documentation, export clearance, enforcement, etc. BIS regulatory experts will instruct the course. Sessions will also address laws and policies on U.S. economic and trade sanctions worldwide, and major changes from "Export Control Reform." Official USDOC/BIS "Certificate of Training" will be issued upon completion of program.



APBO (Asia Pacific Business Outlook) • April 7-8, 2014

Location:

University of Southern California
Davidson Conference Center
3415 South Figueroa Street
Los Angeles, CA 90089-0871

Cost: see below



Registration Type/Pricing	Early Bird	Standard	Final Week
<i>deadline</i>	03/04/2014	03/28/2014	04/04/2014
General Registration	\$799	\$949	\$1099
Referral from U.S. Commercial Service* <i>* referral code: USCSglobal14</i>	\$699	\$849	\$999
Nonprofit Sector (gov't; education; public service; NGO)	\$599	\$749	\$899

Asia Pacific Business Outlook is the premier conference for exporters and investors targeting Asian markets.

- Get key intelligence on 17 markets by choosing from 60 focused sessions and private one-on-one consultations.
- Learn first-hand about engaging BRIC (Brazil, Russia, India, China) markets in your business strategies
- Expand your Asia Pacific knowledge, contacts, profits
- Rebound - Asia/Pacific economic growth leads the global recovery

For more information contact:

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BIS Export Control Reform (ECR) Seminar • April 15, 2014

Location:

Sheraton Gateway
6101 W Century Blvd
Los Angeles, CA

Cost: TBD

For more information: <http://export.gov/california/irvine/events/bisecrseminar/index.asp>

This one day course is designed to provide in-depth exposure to core elements of the Export Control Reform (ECR) initiative. This is different than the San Diego BIS Seminar which is much more general and covers all aspects of the Export Administration Regulations (EAR).

This seminar is primarily focused on Export Control Reform and will delve into the details of regulations that came into effect this past Oct. 15th as well as the new upcoming changes that come into effect Jan 6th, 2014.

Regulatory, compliance, and engineering officers will provide training on the key elements ranging from licensing issues to "specially designed" and license exceptions such as use of the Strategic Trade Authorization. The course will focus on new and different compliance requirements. This course will be useful to defense exporters with relatively limited exposure to the regulatory requirements of the Export Administration Regulations (EAR), and to exporters who now will be able to support U.S. military items without incurring International Traffic in Arms Regulations (ITAR) liability.



INDUSTRY EVENTS

Saudi Arabia Catalog Show (SACS) 2014 • Jan 13, 2013

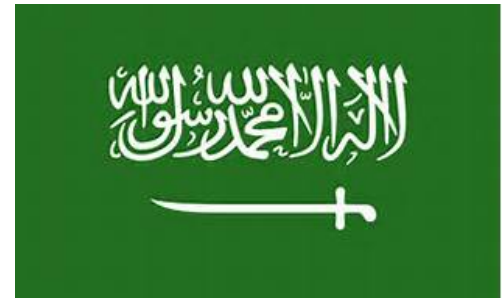
Location:

Ashargia Chamber of Commerce & Industry
Dammam, Saudi Arabia

Cost: \$100 USD

For more information, contact:

Tareq Ghazal, US Consulate General Dhahran
Phone inquiries: +966/13/330-3200 Ext. 3065
Fax: +966/13/330-2190/E-mail: Tareq.Ghazal@trade.gov



WHY PARTICIPATE IN SACS 2014?

- A list of all business visitors who expressed interest in your company's products
- Promotion of your company in a directory highlighting your business objectives
- Your catalogs will be distributed to interested Saudi companies who were unable to visit SACS 2014

SHOT (Shooting, Hunting, and Outdoor Trade Show) • Jan 15-17, 2014

Location:

Sands Expo Convention Center
201 Sands Ave
Las Vegas, CA



Link to Register: <http://export.gov/california/irvine/events/shot2014/index.asp>

In partnership with NSSF and SHOT 2014 show management, the U.S. Department of Commerce, U.S. Commercial Service invites U.S. exhibitors to participate in our Show Time program at SHOT 2014.

Show Time offers you a unique opportunity to meet one-on-one with U.S. Department of Commerce industry specialists from the following overseas offices:

- Argentina
- Bulgaria
- Brazil
- Canada
- Finland
- Poland
- Thailand

You will be briefed on individual market opportunities and challenges related to the Safety/Security and Textile/Sporting Goods sectors and market potential for your products & services.

World Ag Expo 2014 • Feb 11-13, 2014

Location:

4500 South Laspina Street
Tulare, California

Cost: \$15 at the gate

Show Hours: Feb. 11-12th: 9a.m. - 5p.m.; Feb. 13th: 9a.m. - 4p.m.

For more information:

<http://export.gov/california/fresno/tradeevents/worldagexpo/index.asp>



World Ag Expo 2014
Feb. 11-13th Tulare, CA

The World Ag Expo is the world's largest agricultural exposition. Each year it is held in Tulare, California, located in the heart of the San Joaquin Valley, the Expo is just off Highway 99, midway between Fresno and Bakersfield.

NPEW (Natural Products Expo West) 2014 • March 6-9, 2014

Location:

Anaheim Convention Center
800 W. Katella Avenue
Anaheim, CA

For more information: <http://expowest.com/ew12/Public/Content.aspx?ID=1017214>



Natural Products Expo West 2014 (NPEW) is a part of the U.S. Department of Commerce, Commercial Service International Buyer Program (IBP).

This program leverages the power of U.S. Commercial Service Industry Experts working within the commercial sections at U.S. Embassies in countries around the world. These specialists will be attending and/or leading country delegations to NPEW 2014 and are your U.S. representatives and business advocates for these countries. The specialists are also eager and available to discuss the current market situation, opportunities, export issues, and needs specific to your business in their respective countries.

2014 Paris Book Fair • March 21-24, 2014

Location:

Paris, France

Cost: Ranges from \$440-2,405

Contact: Valerie.ferriere@trade.gov or bobby.hines@trade.gov



Our U.S. Commercial Service in Paris is offering a range of activities for U.S. Publishers to promote their books including Catalogue Display (8 titles), Booster Package – small Exhibitor Package.

Hair Brasil (*International Beauty, Hair and Esthetics Fair*) • April 12-15, 2014

Location: Sao Paulo, Brazil

Cost: \$3000.00 to participate in U.S Pavilion for new to market companies (includes GKS) **Contact:** Denise.Barbosa@trade.gov

The US. Department of Commerce has granted Trade Fair Certification to the Beauty Fair Show and has organized an official U.S. Pavilion at the Show.

Renowned as the largest beauty showcase in South America, Hair Brasil is divided into the following:

- Perfumery and cosmetic packaging,
- Raw materials and contract manufacturing;
- Professional beauty salon product and equipment



American Business Corners

Date/Time: Ongoing Catalogue Show (Max time is one year duration)

Location: 12 Cities in India via India Chambers of Commerce

Cost: 500.00 for 5 cities and 50 dollars for every additional city.

Contact: Malarvizhi.parimel@trade.gov or bobby.hines@trade.gov



We are partnering with local India Chambers of Commerce and business association to exhibit catalogs and business materials of U.S. Companies at the dedicated American Business Corners space allocated by our partner organization. The ABC is designed to assist U.S. Companies to promote their brand and generate business leads from emerging metropolitan cities in India. This Catalogue Show covers a wide range of products and requires that products are of U.S. origin.
