

Pacific South Network Newsletter

Serving Southern California, Nevada, and Hawaii-Guam

February 2014

Calendar of Events:

Feb 11-13

[World Ag Expo](#)

Feb 12

[PowerGen webinar](#)

Feb 12

[Irvine Global Markets Webinar](#)

Feb 19

[Brazil Seminar](#)

Feb 19, Feb 27, Mar 6

Africa Energy webinars

Feb 20

[ExportTECH L.A.](#)

March 5

[Hot Global Markets](#)

March 6-9

[NPEW](#)

March 8-14

[Sectorial Mission to the Middle East](#)

May 18-23

[Secretarial Energy Mission to West Africa](#)

March 26-27

[BIS Seminar](#)

April 7-8

[APBO](#)

April 15

[BIS ECR Seminar](#)

May 13-15

[Trade Winds – Americas](#)

June 2-4

Discover Europe!

2014 Greetings Exporters!

We are well on our way to an eventful year again that features new initiatives, events, and programs that will help expand your business in 2014.

The Secretary of Commerce recently announced the “[Look South Initiative](#)” to help more American companies do business with Mexico and the United States’ 10 other Free Trade Agreement (FTA) partners in Latin America. A featured event of this initiative is [Trade Winds – The Americas](#) – a Business Development Conference and Trade Mission (May 13-15).

This Spring we are organizing two regional conferences featuring our U.S. Senior Commercial Diplomats from Asia ([Asia Pacific Business Outlook - April 7-8](#)) and Europe ([Discover Global Markets: European Business Forum](#)). We are excited as this is the first time we will host our U.S. Senior Commercial Diplomats from Europe here in Downtown Los Angeles, June 2-4, 2014.

There will also be a lot of discussion about [Trade Promotion Authority](#) this year with regards to the [Transatlantic Trade and Investment Partnership \(TTIP\)](#) and the [Trans-Pacific Partnership \(TPP\)](#).

Have a great 2014!

Best regards,

Richard

Rich Swanson, Pacific South Region

U.S. COMMERCIAL SERVICE
**DISCOVER
GLOBAL MARKETS**
BUSINESS FORUM SERIES **2014**
EUROPE
LOS ANGELES, CA • JUNE 2-4



Secretarial Missions & Initiatives

Secretarial Mission to the Middle East • March 8-14

Secretary of Commerce Penny Pritzker will lead an Infrastructure Business Development Mission to the Middle East to highlight infrastructure export opportunities for U.S. businesses with an emphasis on:

- project management and engineering (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 mgmt.)

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.

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



Secretary Pritzler Announces “Look South” featuring Trade Winds: The Americas • May 15-23

The “[Look South](#)” initiative is a new Department of Commerce-led effort to help American companies increase exports with the 11 Latin American markets with which the U.S. has free trade agreements (FTA’s).

<http://export.gov/tradeamericas/looksouth/>

A featured event of this initiative is [Trade Winds 2014: The Americas!](#) This program includes an Americas- focused business forum consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Senior Commercial Officers.

The multiple trade mission stops will give participants the opportunity to conduct business-to-business meetings with firms in Colombia, Panama, Chile, Ecuador, & Peru.

- Learn how to increase profits and overcome barriers in the Americas during the Trade Winds business development conference.
- Network with the region’s leading industry and government officials and experienced U.S. and global companies during the Trade Winds program.
- Meet one-on-one with top business experts from the U.S. Embassies and Consulates from the region for the latest market entry strategies. <http://export.gov/pennsylvania/tradewinds/index.asp>



Secretarial Energy Mission to West Africa • May 18-23, 2014

Secretary Pritzker will lead an Energy Business Development Mission to West Africa with stops in Ghana and Nigeria from May 18-23, 2014.

This business development mission will promote U.S. exports to Africa by helping U.S. companies’ launch or increase their business in the energy sector in West Africa.

This mission will assist U.S. businesses in initiating or expanding exports to the region by:

- Arranging business-to-business introductions;
- Providing market access information; and
- Facilitating access to government decision makers.



For more information, visit: <http://export.gov/AfricaEnergyMission2014>

U.S. Commercial Service Events

Doing Business in Brazil • Feb 19, 2014

Location:

Coto de Caza Golf & Racquet Club
25291 Vista Del Verde
Coto de Caza, California 92679

Time: 8:30am-4:00pm

Cost: \$65

Link to Register: <https://www.regonline.com/ocbrazil>

Expand your knowledge on Brazil

- Learn about Brazil market opportunities
- Hear best practices from successful exporters & trade transaction protection
- Understand regulatory requirements & clearance regimes
- Keynote Address: Ambassador Bruno Bath, Consul General of Brazil, Los Angeles

**Brazil is Just
One Step Away**



**Learn the Ins & Outs of
Exporting to Brazil**

**Coto de Caza, CA
Feb. 19, 2014**

ExporTech Los Angeles • Mar 11, April 8, May 13, 2014

Location:

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

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

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, ExporTech™ will connect participants with the best international business experts in the region to navigate the export process, assist in developing a simple, actionable international growth plan, generate measureable results, and more. *(Must attend all 3 sessions)*

EXPORTECH

*"An Export Acceleration System for
Achieving Profitable Growth"*

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. Official USDOC/BIS "Certificate of Training" will be issued upon completion of program.



U.S. Commercial Service Events

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



Link to for more information:

<http://export.gov/california/ca/events/apbo/index.asp>

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: \$350

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 a general and introductory 2-day course covering all aspects of the Export Administration Regulations (EAR).

This course will be useful to defense exporters with limited exposure to the requirements of the EAR, and to exporters who now will be able to support U.S. military items without incurring International Traffic in Arms Regulations (ITAR) liability.



U.S. Commercial Service Events

Discover Global Markets: Europe • June 2-4

Location:

L.A. Hotel
333 S Figueroa St.
Los Angeles, CA

Cost: TBD

For more information, please contact:

Rafael Patino at 213-894-8785 or Rafael.Patino@trade.gov

What's included?

- 1-on-1 meetings with Senior Commercial Officers representing 16+ countries from London to Moscow
- Numerous networking opportunities
- Identify and gain access to new export markets and opportunities
- Obtain the resources necessary to succeed in Europe
- Leverage government contacts and resources to compete successfully



PARTNER EVENTS

Irvine Global Market Webinar Series: “A-Z’s of International Trade Assistance” • Feb 12

Location: your computer

Time: 2:00pm-3:00pm

Link to Register: www.irvineglobalmarkets.com



Free, monthly webinars to inspire and inform business owners & managers.

Presented by Jim Mayfield, U.S. Commercial Service and Jeff Williamson, Center for International Trade & Development (CITD). This webinar will cover...

- What's available for exporters? Free and low cost services
- How to take your business overseas
- Actionable resources you can start using today



Hot Global Markets • March 5

Location:

California Lutheran University
60 West Olsen Rd, Thousand Oaks, CA
Lundring Events Center
(free parking adjacent to building)

Time: 8:30am-1:00pm

Cost: \$30 (waived for CLU students)price includes breakfast and lunch

Online Registration www.hotglobalmarkets.eventbrite.com;

Hear from experts from the following regions/countries with valuable insights:

- Mexico: Opportunities and challenges with our top trading partner
- Arab Gulf Region: conducting business, finding new opportunities
- Hong Kong: Both a market and a gateway to the Far East
- Export-Import Bank of the United States: your partner for Export finance



INDUSTRY EVENTS

World Ag Expo 2014 • Feb 11-13, 2014

Location:

4500 South Laspina Street
Tulare, California

Cost: \$15 at the gate

For more information:

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



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

PowerGen Europe 2014 webinar • Feb 12, 2014 at 12:00pm EST/9:00am PST

Location: Your computer (Webinar)

Cost: **Free!**

Registration link:

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q41>



"Hear about developments in the European power generation sector"

The U.S. Commercial Service Energy Team is organizing an on-site program at **PowerGen 2014** and is putting together a free webinar for U.S. companies involved with the energy sector.

The webinar will focus on market drivers, key players, investments, and growth predictions. We will also be talking briefly about our the program we are putting together at **PowerGen** (June 3-5, 2014 in Cologne, Germany).

Featured speaker: Dr. Jacob Klimstra, Lecturer and Expert on the European Power Generation Market.

Up to 80 U.S. companies have already signed up to this webinar!

Energy Opportunities in Sub-Saharan Africa (webinars) • Feb 19, Feb 27, & Mar 6

Location: your computer (webinar)

Cost: \$25 per webinar

Webinar 1 – Feb. 19: Opportunities in Sub-Saharan Africa- This webinar will provide an overview of the Power Africa as well as energy opportunities in southern Africa. Featured speakers from U.S. Commercial Service - South Africa, USAID, and USTDA.

Register at: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q48>

Webinar 2 – Feb. 27: Energy Opportunities in West Africa- This webinar will provide an overview of energy opportunities in West Africa. Featured speakers from U.S. Commercial Service - Nigeria and Ghana, Millennium Challenge Corporation and Ex-Im Bank.

Register at: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q49>

Webinar 3 – Mar 6: Energy Opportunities in East Africa- This final webinar highlight energy opportunities in East Africa. Featured speakers from U.S. Commercial Service - Kenya, USAID, and USTDA.

Register at: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q4A>



INDUSTRY EVENTS

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

Location:

Anaheim Convention Center
800 W. Katella Avenue
Anaheim, CA

For more information: <http://export.gov/newyork/forms/npew2014/>



Techtextil North America • May 13-15, 2014

Location: Georgia World Congress Center – Atlanta Georgia

Cost: Pre-registration 25.00, On-site registration 50.00 (not including symposiums)

Registration link: www.techtextilNA.com or tnasales@usa.messefrankfurt.com



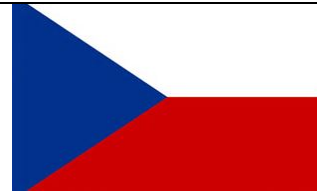
Czech Republic World of Beauty & Spa Catalogue • March 14-15, 2014

Location: Czech Republic Exhibit Hall

Cost: 200.00

Registration link: <https://emenuapps.ita.doc.gov/ePublic/newRegistration.jsp?SmartCode=4K25>

For more information: veronick.novakova@trade.gov or bobby.hines@trade.gov



China e-Commerce Virtual Product Pitch • March 20th

Location: Your home or office computer

Registration Deadline: February 5th, 2014

For more information:

Megan Schildgen, Commercial Officer
Chicago U.S. Export Assistance Center
Tel: 312-353-4798

Megan.Schildgen@trade.gov



China's eCommerce market is developing into a highly sophisticated and popular platform for consumers, accounting for 7.8 percent of China's total retail sales of consumer goods this year. To take advantage of these opportunities, the U.S. Department of Commerce is organizing the first ever "virtual" product pitch session connecting U.S. companies with leading Chinese e-Commerce platforms. <http://export.gov/china/virtualpitch/>

Please [click here](#) for more information.

Hair Brasil • 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

