

Pacific South Network Newsletter

Serving Southern California, Nevada, and Hawaii-Guam

March 2014

Calendar of Events:

March 12

[Profitably Exporting to Brazil Webinar](#)

March 13

[KORUS FTA Special Seminar and Reception](#)

March 14

[Meet 1-1 with South Korea Desk Officer](#)

March 20

[FREE EU Standards Webinar](#)

March 20

[CAFTA FTA webinar](#)

March 24

[Russia webinar](#)

March 26-27

[BIS Seminar](#)

April 7-8

[APBO](#)

April 15

[BIS ECR Seminar](#)

April 15

[Cyprus, Greece, Malta webinar](#)

April 29

[Peru FTA Webinar](#)

May 15

[20th World Trade Conference](#)

June 3

[NAFTA FTA webinar](#)

June 3-4

[Discover Europe!](#)

Greetings!

Spring is almost here and so are some great local, regional, and national events that will drive your exports up.

Take advantage of the country programs that bring our experts to you and save on costs. From Asia to Europe you may be clicking on the next big opportunity for your company. Don't hesitate to call upon us to get plugged in.

Enjoy your March!

Best regards,

Richard

Rich Swanson USFCS, Pacific South Region

Want to learn how to enter into or increase your business to Europe, Russia, or Turkey?

U.S. COMMERCIAL SERVICE
**DISCOVER
GLOBAL MARKETS**
BUSINESS FORUM SERIES **2014**
EUROPE
Los Angeles, CA • June 3-4



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

U.S. Commercial Service Events

7th Annual Renewable Energy Summit – Imperial Valley • March 12-14, 2014

Location:

Quechan Resort
Winterhaven, CA

Cost: \$410

Registration link: www.ivedc.com



The Imperial Valley Economic Development Corporation (IVEDC) is proud to announce the seventh annual Imperial Valley Renewable Energy Summit titled, “California’s Future: Powered by Imperial Valley”. The Summit is presented by the Imperial Irrigation District.

U.S. - Korea Free Trade Agreement: 2 Years and New Challenges • March 13, 2014

Location:

Oxford Palace Hotel
745 S Oxford Ave
Los Angeles, California 90005
United States (213) 389-8000

Time: 9:00 AM - 2:00 PM (PST)

Cost: \$50

Registration Link:

<https://www.regonline.com/korus2>



As the first U.S. FTA with a North Asian partner, the KORUS FTA is a model for trade agreements for the rest of the region, and underscores the U.S. commitment to, and engagement in, the Asia-Pacific region.

Speakers include the Consul General of Korea, Korea Customs Service, Korea Desk Officer, Consul & Customs Attache of Korean Consulate in L.A., U.S. CBP, and much more! **Questions?** Please contact Rafael Patino by telephone at 213-894-8785 or by email at Rafael.Patino@trade.gov

Meet one-on-one with U.S. Department of Commerce Korea Desk Officer • March 14, 2014

Location:

Irvine U.S. Export Assistance Center
2302 Martin St. Suite 315
Irvine, CA 92612

Cost: FREE

Registration Link: <http://export.gov/california/irvine/events/tdy2/index.asp>



Request a meeting with Eric Sohn if you would like to discuss market access or compliance issues your company is facing in Korea.

Eric Sohn’s office assists U.S. firms that are encountering trade and investment barriers (market access issues) in Korea. They also work to ensure that Korea fully meets their obligations under U.S. trade agreements (compliance issues).

Preregistration is REQUIRED and available upon first come basis.

U.S. Commercial Service Events

Exporting 101 Training for Small Businesses • March 18, 2014

Location:

Merced College Business Resource Center
630 West 19th Street, First Floor
Merced, CA 95340
Free parking in garage next to Resource Center

Cost: FREE

Time: 1:30-4:30PM

RSVP: fresno@sba.gov



Hear how the Federal government helps businesses with exporting. Learn how businesses can be local and go global to find new customers, make more deals, and break into new markets.

Today's world economy makes exporting a better opportunity than ever for California businesses. Find out how more California businesses can tap into the unlimited potential of exporting in the global economy.

Ex-Im Bank Exporter Forum for Small Business • March 18, 2014

Location:

Riverside County Workforce Development Center
44-199 Monroe Street, Conference Center
Indio, CA 92201

Cost: Free, but space is limited

Time: 8:30am – noon

Registration link: <http://www.exim.gov/gasb>



Congressman Raul Ruiz invites you to attend the Exporter Forum in conjunction with Chairman and President Fred P. Hochberg, Export-Import Bank of the United States. Learn now to increase your company's international sales. For more information:

http://export.gov/california/build/groups/public/@eg_us_ca/documents/webcontent/eg_us_ca_070416.pdf

U.S. Commercial Service Events

2014 Export University – Workshop Series • March 20 – June 3, 2014

Location:

LA LAW LIBRARY
301 West First Street
Los Angeles, CA

Cost: \$20 (\$35 for MCLE classes)

Time: 1:30PM-5:00PM (MCLE classes are 12:15 – 2:15PM)



Registration: <http://www.lalawlibrary.org/index.php/classes-events/export-u.html>

Export University is an educational program for new and ready to export companies presented by the District Export Council of Southern California. It is designed to support business planning, decision making and preparation of an effective business process for adding or expanding export activities. The Export University program provides presentations by subject matter experts, information about sources for research and references to a wide range of public and professional support resources. The schedule of classes are listed below:

- Is Exporting For Me - Mar 20
- Internet Marketing Explored - Apr 3
- Finding & Entering New Markets - Apr 17
- Export Sales/Port & Airport Security - May 8
- MCLE: Int'l Trade Research & Resources - May 21
- Incoterms - May 22
- Export Trade Finance & Insurance - Jun 5
- MCLE: Int'l Sales Contracts, Invoices & Etc. - Jun 18
- Legal Do's & Dont's - Jun 19
- Freight & Logistics: Delivering Export Goods - Jul 10
- Export Plan & Panel - Jul 24

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>

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

For more information contact:

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ExporTech Los Angeles • April 8, May 13, June 17, 2014

Location:

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

EXPORTECH

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

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)*

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 course will be useful for defense exporters with limited exposure to 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

The 20th Annual World Trade Conference: Building Locally, Growing Globally • May 15, 2014

Location:

Radisson Hotel
Ontario, California.

Cost: \$75

Registration link: <http://www.worldtradeconference-ie.us>

The California Inland Empire District Export Council (CIEDEC) with the U.S. Commercial Service, U.S. Department of Commerce present the 20th Annual World Trade Conference: "Building Locally, Growing Globally". Celebrating 20 years of collaborative work in promoting and expanding international trade and business.



Discover Global Markets: Europe • June 2-4

Location:

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

Cost:

\$299 – EARLY BIRD - until March 31st
\$349 – STANDARD – until April 30th
\$399 – FINAL - June 4th

Register Now! <https://www.regonline.com/discovereurope>

For more information, please visit: <http://export.gov/california/ca/DiscoverEurope/index.asp>



The Premier Europe Business Event in 2014!

Meet Business Leaders from London to Moscow!

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: **"Profitably Exporting to Brazil"** • Mar 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.

Rick De Lambert, Commercial Officer who recently worked at the US Commercial Service in Sao Paulo, Brazil, will share his insights on doing business in Brazil, best prospect sectors, tips for success and take your questions!

INDUSTRY EVENTS

Cosmetics & Beauty Industry: Exporting to Europe Webinar Series • March 24 & April 15, 2014

Russia – March 24

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q4Y>

Cyprus, Greece, and Malta – April 15

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q4Z>

Time: 7:00 AM (PST), 9:00 AM (CST), 10:00 AM (EST)

Cost: \$50 per person

Duration: 90 minutes

U.S. companies can obtain international market information and sales opportunities through the U.S. Commercial Service. The following webinars have been designed to help you increase your U.S. export sales to Europe.

Featured speakers are U.S. Commercial Service cosmetic industry staff of the U.S. Embassy and industry experts.

- Gain an understanding of the market for cosmetic and beauty products
- Understand the channels of distribution, how products are sold and marketed
- Guidance on the regulatory procedures so that you are in compliance with regulations, including labeling and documentation
- Learn about opportunities for promoting your products and finding business partners



"A Practical Guide to Selling Cosmetics Overseas" in FTA countries • March-July 2014

Speakers include U.S. Commercial Service in-country specialists to discuss markets, distribution channels, pricing, trends and more. Regulatory specialists will explain the registration process. Impact of the Free Trade Agreements will be outlined.

- [CAFTA March 20, 2014](#)
- [Peru April 15, 2014](#)
- [NAFTA June 3, 2014](#)
- [Panama June 24, 2014](#)
- [Chile July 22, 2014](#)

