

Pacific South Export Newsletter

Serving Hawaii, California, & Nevada

May 2015

Happy World Trade Month!

May is full of World Trade Month events such as the very first [Orange County World Trade Week Breakfast & Forum](#), [Los Angeles' 89th Kickoff Breakfast](#), the [Inland Empire's 21st World Trade Conference](#), and the [Port of Hueneme's World Trade Week Luncheon](#).

Check out our second "country spotlight" on Panama below, a market with thriving franchising, consumer food, and automotive sectors! We are also moving ahead with, [Discover Global Markets: Pacific Rim Consumers](#), a dynamic conference focused on selling to consumers in 20+ Pacific Rim markets, October 29-30, 2015.

Enjoy your Mother's day and take time to smell this month's "May Flowers"!

-Richard Swanson

COUNTRY SPOTLIGHT

PANAMA:

With a population of over 3,608,431 and a GDP of \$76.95 billion, Panama is one of the fastest growing economies of Latin America. Their currency, the balboas (PAB) is based on the US dollar and in 2014, Panama imported about \$25.65 billion worth of goods, with the US accounting for 19% of total imports.



Best Prospects for US Firms: (not exhaustive)

- **Agricultural Products** – consumer oriented food:
 - Snack foods
 - Dairy products
 - Processed fruits and vegetables (\$32.8 million).
 - These categories denote the highest export levels since 1970, with an annual growth of 18%.
 - Specialty food products, such as confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more, are the best prospects of U.S. exports to Panama, due to the growing demand of consumers.
- **Automotive** - U.S. market share for auto parts and services is more than 40%. Demand will also remain strong for U.S.-made car parts/accessories for Japanese models.
 - The recently implemented U.S. – Panama Trade Promotion Agreement (TPA) gives an advantage to U.S.-made automotive parts, which can enter duty-free and without import restrictions.
 - Good prospects for U.S. exports include engine parts, pumps, filters, batteries, ignition parts, spark plugs, lamps, body parts, brake parts, shock absorbers, tires, exhaust components, and used or remanufactured parts especially for buses, dump trucks, and other commercial vehicles.
- **Franchising** - Panama is highly receptive to International franchise concepts
 - Foreign franchises comprise 95 percent of the total number of franchises in the country.
 - There are no major restrictions for franchise operations in Panama.
 - Best sub-sectors include franchises in house cleaning, security services, beauty services, flower arrangements, mail, and packaging services.

Want to learn more about Panama's Consumer market?

Check out our upcoming conference on selling to [Pacific Rim Consumers](#) on October 29-30th in Orange County, CA!

TRADE MISSIONS

Trade Winds – Africa: Trade Mission & Business Development Conference • September 2015

Location: South Africa, Angola, Ghana, Mozambique, Tanzania, Ethiopia, Nigeria, & Kenya
Registration Deadline: June 15, 2015
For questions, contact: Iris.Kapo@trade.gov



Participate in Trade-Winds Africa 2015 to meet one-on-one with top commercial business experts from U.S. Embassies and Consulates in the region for the latest market entry strategies and insight; learn how to increase profits and overcome barriers; network with the region's leading industry experts, government officials, and business leaders; and Identify and meet with qualified, potential, Africa-based partners

TRADE EVENTS

89th Annual World Trade Week (WTW) Kickoff Breakfast • May 5, 2015

Location: Beverly Hilton Hotel, 9876 Wilshire Boulevard, Beverly Hills, CA 90210
Time: 7:15AM registration; 8:30-10:30AM program
Cost: \$75
Registration: <http://bit.ly/1CvGbAm>



LOS ANGELES AREA
CHAMBER OF COMMERCE

Join more than 600 executives and members of the diplomatic corps to commence a month-long celebration of world trade in Southern California. Keynote speakers include Bret Johnson of SpaceX and Maria Contreras-Sweet of SBA.

BIS Export Regulation Course • May 6-7, 2015

Location: Radisson Hotel - Newport Beach, CA
Cost: \$450 per person
To Register: <http://bit.ly/1F51rid>



This two-day program is led by BIS's professional counselling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. To view the agenda, [click here](#)

Global Trends & Economic Forecast (*What's Hot and What's Not*) • May 7, 2015

Location: Doubletree by Hilton Torrance – South Bay
21333 Hawthorne Blvd., Torrance, CA
Cost: \$35 with registration; \$45 at door
To Register: Call 310-540-5858 or visit www.torrancechamber.com



Get the most up-to-date information on regional demographics and trends and learn how the growth of the middle class and improved infrastructure in emerging markets can provide opportunities for your company. Featured panels include: Asia-Pacific, the Americas, Europe, Middle East, and Africa.

Orange County World Trade Week Breakfast & Forum • May 14, 2015

Location: Hilton Irvine, 18800 MacArthur Blvd, Irvine, CA 92612
Cost: \$50 (or \$400 for a table of 8)
Time: 8:00AM-12:00PM
Registration link: <http://www.irvinechamber.com/wtw2015>



The program will also feature an Orange County trade & export overview, a panel of Orange County-based business leaders already engaged in exporting, networking & one-on-one consultations with trade/business organizations.

TRADE EVENTS

What You Must Know to Protect Your Intellectual Property in China • May 21, 2015

Location: UC Irvine School of Law, EDU 1111, 401 East Peltason Drive, Irvine, CA

Cost: \$55

Register: <http://cs.decsocal.org/ipchina.html>

UCIRVINE



In cooperation with the US Patent & Trademark Office, the District Export Council of Southern California and UCI, please join us to attend this seminar on how U.S. businesses can protect their intellectual property in China. We have assembled an all-star cast of speakers from across the IP spectrum and are excited to share the program information with everyone.

Port of Hueneme's World Trade Month Event • May 20th, 2015

Location: 333 Ponoma Street, Port Hueneme, CA 93041

Time: 12:00-2:00PM

For more info: visit <http://www.portofhueneme.org/> or email Gerlad.Vaughn@trade.gov



The Port will take this opportunity to report out on its various trade initiatives and to report on recent trade initiatives with the Ports of Ensenada and El Sauzal and the upcoming trade mission to Mexico.

21st Annual Inland Empire World Trade Conference • May 21, 2015

Location: Marriott Riverside at the Convention Center, Riverside, California.

Cost: \$75

Registration <http://www.ciedec.org/ciedec-events/>



The annual Inland Empire World Trade Conference is the region's premier conference for U.S. manufacturers seeking to expand business internationally. This year, the conference will focus on the rapidly-growing gateway markets of Chile, Netherlands and Indonesia. For more information, please contact fred.latuperissa@trade.gov

SAVE THE DATE!

Don't miss this dynamic conference on selling to consumers in 16+ Pacific Rim markets!

U.S. COMMERCIAL SERVICE
**DISCOVER
GLOBAL MARKETS**
BUSINESS FORUM SERIES **2015**
PACIFIC RIM CONSUMERS
ORANGE COUNTY, CA • OCTOBER 29-30



<http://www.export.gov/discoverglobalmarkets/pacrimconsumers/>

INDUSTRY EVENTS

Mexico Auto Industry Opportunities Webinar • May 6, 2015

Time: 10:00AM PST

Cost: \$25

Register at: <http://go.usa.gov/3ZHvz>

Contact: Monica.Martinez@trade.gov or Diane.Mooney@trade.gov



Mexico ranks as the 8th largest vehicle producer in the world and the automotive sector accounts for 17.6% of Mexico's manufacturing sector and 3% of its national GDP. There are currently nine manufacturers in Mexico: *GM, Chrysler, Ford, Nissan, Fiat, Renault, Honda, Toyota, and Volkswagen*. This base produces 42 brands in 20 manufacturing plants. This webinar will cover the auto market in Mexico and touch on best prospects for US firms.

Ecuador Auto Industry Opportunities Webinar • June 2015

Cost: \$25

For questions, contact: Lesa.Forbes@trade.gov

At the conclusion of this event, participating U.S. exporters will be better prepared to identify the regulatory changes in the automotive sector in Ecuador, and how these changes affect U.S. companies' ability to penetrate the Ecuadorian market.



Infrastructure Opportunities in the Philippines (webinar) • May 7, 2015

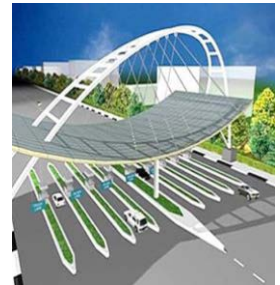
Time: 5:00PM PST

Cost: \$20

Register at: <http://1.usa.gov/1bc6nKJ>

For more information: Ryan.Hollowell@trade.gov or William.Toerpe@trade.gov

During the one hour webinar, participants will learn about the Public Private Partnership (PPP) infrastructure program, including upcoming projects in major expressways, railroads, flood control, airport, port and other projects. This webinar will feature speakers from the Philippines Department of Public Works & Highways, the Public-Private Partnership Center, and KPMG.



Taipei Pet Show 2015 - Catalogue Exhibition • July 10 - 15

Cost: \$200.00

Register at: <http://1.usa.gov/1G1AL7s>

Showcase your product at the largest Pet Show in Taiwan



Advanced Business Events (ABE) Green Technologies Supplier Meetings • November 17-19

Location: Seattle, WA

Register at: www.gtsmeetings.com

For more info: Bob.Deane@trade.gov or Ryan.Hollowell@trade.gov



The U.S. Commercial Service has partnered with GTSM for a one-of-a-kind business forum that gives U.S. based manufacturers in the green tech industry a chance to meet with utilities, Departments of Energy and large conglomerates in an effort to increase their sales abroad. Program has an exclusive focus on the supply chain opportunities for the clean energy and environmental sectors.

PARTNER EVENTS

E-Commerce Webinar: Legal Considerations for your Overseas Web-Presence • May 7, 2015 at 10:00AM

Cost: \$25

Register at: https://www.regonline.com/exportu_legalconsiderations

WHO SHOULD ATTEND: Management and sales professionals looking for information and resources to better understand their legal rights and obligations while doing business overseas via e-Commerce channels.

Live Webinar: Profiles of Export Successes • May 13, 2015 at 2:00-3:00PM

Register at: <http://www.irvinecondev.com/webinars/>



This live webinar is hosted by, Director of the California ETEC/VETECUSA and will include a presentation on how small and medium sized companies in Orange County are succeeding in the global market. In lead-up to the O.C. World Trade Week Breakfast and Forum, Exporter of Year Award Nominees will share their secrets of conquering international markets.

Export University Workshop Series • April – July 2015

Location: LA Law Library, 301 W. 1st Street, Los Angeles, CA 90012

Cost: \$25 per session (parking included)

Register at: www.lalawlibrary.org/CLASSES

Upcoming courses:

May 14th – Incoterms; May 28th – Export Trade Finance & Insurance

June 25th – Logistics & Shipping Documents; July 9th – Export Plan & Panel Discussion



Leveraging Trade Agreements & Supply Chain Management – The Tequila Case Study • May 7th

Location: Crowne Plaza L.A. Harbor Hotel, San Pedro, CA

Time: 11:30AM-2:00PM

Cost: \$49 – member; \$69 non-member

Register at: http://wit-la.org/event_detail.asp



This program will include an overview of managing and reaping benefits of trade agreements with Mexico with an update on new VAT Certification control for temporary importations, 'Best Practices in Leveraging Free Trade Agreements through Supply Chain Management, and a special case study on how trade agreements have impacted the Tequila industry.

PARTNER EVENTS

ASEAN Economic Community Trade Forum • May 20, 2015

Location: Crowne Plaza Los Angeles Harbor Hotel, 601 S. Palos Verdes St. San Pedro, CA

Time: 8:00AM to 3:00PM

Cost: \$30 (includes continental breakfast and an ASEAN culinary lunch)

Register at: <http://bit.ly/1ExTpAW>



Join this trade forum to learn about opportunities available to American businesses, how this market of 600 million consumers with a combined GDP of nearly \$3 trillion is poised to be the world's premier growth corridor and how trade and investment opportunities area increased with reduced barriers.

Export Essentials for Business • May 27, 6 - 8:30 pm

Location: 2323 N Broadway, Room 107, Santa Ana, Ca 92706

Cost: \$25

Register at: <http://santaanadistrictsbdc.ecenterdirect.com/ConferenceDetail.action?ID=5079>



Many companies start exporting when an overseas buyer inquires about their product. This workshop will cover all the essentials of exporting to help save time and prevent you from making costly mistakes. Topics include: International Price & INCOTERMS, Method of Payments, International Sales Agreements, Export Compliance & more!

Leveraging Global Market Opportunities & Supply Chain Efficiencies to Grow Your Business • May 27

Location: The Grammy Museum, 800 W. Olympic Blvd. #245, Los Angeles, CA

Cost: FREE (includes continental breakfast)

Time: 8:00-8:30 breakfast/networking; 8:30-11:30 program

Register at: www.polb.com/may27workshop



Join UPS and the Port of Long Beach for a half-day workshop on global market opportunities, supply chain efficiencies, risk mitigation and port operations.

10th Annual International Trade Outlook • June 3, 2015

Location: Westin Long Beach Hotel, 333 East Ocean Boulevard, Long Beach, CA

Cost: \$70 – member rate; \$95 non-member rate

Register at: <http://bit.ly/1HWrkpc>



While issues like lower energy costs, a stronger dollar, and port capacity will be addressed, this year's International Trade Outlook will also reveal the "trends to watch", overlaying our region's strengths with specific social, demographic and consumer trends in nations that are increasingly more connected to us via trade. Attendees will receive the International Trade Outlook report and an LA County and Taiwan report.

Trade Mission to Hong Kong, Guangzhou, Shanghai and Beijing • August 14 – 29, 2015

Location: Hong Kong, Guangzhou, Shanghai & Beijing

Cost: \$6,500.00

For more information: Glen.Roberts@trade.gov



The California Asian Pacific Chamber of Commerce & the U.S. Commercial Service invites your participation on our Trade mission to Hong Kong, Guangzhou, Shanghai and Beijing to meet with Chinese buyers and sell U.S. products. The targeted industries include Food & Beverage, Food processing Equipment, Machinery and related services. There will also be an environmental and education component.

PARTNER EVENTS

San Diego Manufacturing (MFG) Day Breakfast • October 2, 2015

Location: Liberty Station Conference Center, San Diego, CA

Time: 8:30-10:30am

Register at: www.mfgday.com



The purpose of National MFG Day on October 2, 2015 is to address the common misconceptions about manufacturing by giving manufacturers an opportunity to open their doors and show what manufacturing is and what is being built and created in our own backyard. Join the MFG Day Breakfast to hear a panel discussion on local manufacturing issues hosted by the San Diego Regional EDC, sponsors, and partners.

U.S. COMMERCIAL SERVICE CONTACTS

HAWAII

808-522-8040

<http://www.hawaiiexportsupport.com>

<http://export.gov/hawaii>

Orange County:

949-660-1688

<http://export.gov/irvine>

Inland Empire:

909-390-8283

<http://export.gov/california/ie/>

NEVADA

Las Vegas: 702-388-6694

Reno: 702-219-7461

<http://export.gov/nevada/>

West LA:

310-235-7206

<http://export.gov/losangeleswest/>

Downtown LA:

213-894-8784

<http://export.gov/losangelesdowntown/>

San Diego:

858-467-7033

<http://export.gov/sandiego/>

Fresno/Bakersfield:

559-348-9859

<http://export.gov/california/fresno/>

Ventura:

805-488-4844 or 213-503-8364

<http://export.gov/california/ventura/>

Bureau of Industry & Security (BIS)

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