

Pacific South Export Newsletter

Serving Hawaii, California, & Nevada

June 2015

Dear Exporters!

This month we kick off our summer season with a robust list of industry events from cosmetics to electronics to automotive and even the pets sector!

Don't forget, we are also moving ahead with, [Discover Global Markets: Pacific Rim Consumers](#), a dynamic conference focused on selling to consumers in 18+ Pacific Rim markets, October 29-30, 2015. Gain access to insights, market entry strategies and business leaders from Asia & Latin America, right here in Orange County, CA!

To learn more about our Discover Global Markets Series, including E-Commerce Strategies and other upcoming programs, click here: www.export.gov/discoverglobalmarkets

Have a fun-filled summer!

Richard Swanson
Pacific South Network Director, U.S. Commercial Service

CONGRATS TO OUR E-AWARD WINNERS!

We would like to congratulate our local E-Award Winner [Louroe Electronics](#) and E-Start Award Winners [Edwards Global Services](#) and [Unique Spectronix](#), for their excellence in exporting!

The President's "E" Award was created by Executive Order of the President to recognize persons, firms, and organizations who contribute significantly in the effort to increase United States exports. The President's "E Star" Award was authorized by the Secretary of Commerce to recognize the continuing recognition of noteworthy export promotion efforts. To learn more about these awards and how to apply, visit: <http://export.gov/exportawards/>



Pictured from Left: Delia Valdivia, U.S. Commercial Service; David You (on behalf of Joachim Suk-Won Youn), Unique Spectronix, Inc. (Irvine, CA); Cameron Javdani & Richard Brent, Louroe Electronics; Kristin Houston, U.S. Commercial Service; Bill Edwards & Michelle McClurg, Edwards Global Services

TRADE MISSIONS

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

Locations: 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

Opportunities for U.S. companies in Jordan In an ever changing neighborhood • June 11, 2015

Location: City of Murrieta – Library, Murrieta, CA

Time: 12:00PM Noon – 3pm

Cost: FREE

Register at: <http://www.export.gov/california/ie/tradeevents/index.asp>



Join us for an executive briefing by Geoff Bogart, Senior Commercial Officer at the U.S. Embassy in Jordan. Jordan is strategically positioned at the crossroads of the MENA region, close to Europe Asia, and Africa. The U.S.-Jordan Free Trade Agreement, which came into full effect in 2010, continues to create advantages for U.S. exporters for high-quality products at more attractive prices, as tariff barriers on the majority of goods traded between the United States and Jordan were eliminated. Because of the FTA there has been a surge in bi-lateral trade increasing 600 percent over the past ten years. Learn more by attending this special briefing. For more information, please contact kdavidson@murrieta.org

OPIC Workshop for Small Businesses Entering Emerging Markets • June 16, 2015

Location: The Renaissance Long Beach Hotel, Long Beach, CA

Cost: \$50 for members (includes workshop materials, breakfast, & lunch)

Register at: www.OPICevents.com



The Overseas Private Investment Corporation (OPIC), will conduct a workshop for U.S. small to medium size businesses with the latest in the highly successful "Expanding Horizons" series that helps businesses learn how they can compete in the global marketplace. A central focus of this event is the opportunity to schedule and meet in "one on one meetings" with OPIC staff and representatives from the participating U.S. government agencies who will answer questions related to YOUR business. For questions, email Alison.Germak@opic.gov

Bureau of Industry & Security Seminar: *Complying with US Export Controls* • August 5-6, 2015

Location: Gateway Sheraton Hotel, 6101 West Century Boulevard, Los Angeles, CA

Cost: \$450 per person

Register at: http://cs.decsocal.org/BISEAR15_LA.html



This two-day program is led by BIS's professional counseling 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. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

TRADE EVENTS

Evolving Export Controls, Compliance and Enforcement • October 15, 2015

Location: University of Phoenix, Ontario Learning Center - 1st Floor, Ontario, CA

Time: 7am-5pm (registration & program); 5-7pm (networking reception)

Cost: \$225 per person

Register at: <http://www.export.gov/california/ie/tradeevents/index.asp>

The regulatory environment has and is changing dramatically with Export Control Reform. Are you and your organization up-to-speed on what's happening? Are you fully prepared? These timely programs are exactly what you need to ensure you're on top of it. For more information, please contact: fred.latuperissa@trade.gov



Discover Global Markets: E-Commerce Strategies for Exporters • October 8-9, 2015

Location: Gaylord Texan Resort & Convention Center, 1501 Gaylord Trail, Grapevine, TX

Cost: \$395 (\$325 until 7/1/15)

Register at: <http://export.gov/discoverglobalmarkets/ecommercestrategies/index.asp>

Explore the Global E-Commerce and Digital Strategies most important to American exporters of both products and services. U.S. companies aspiring to effectively compete across the globe require specialized knowledge and strong contacts – the fundamental elements of Discover Global Markets: E-Commerce Strategies. The content will resonate with any company relying on e-commerce and social media to drive business development, build brand awareness, and maintain contact with customers and partners around the world.



Discover Global Markets: Pacific Rim Consumers • October 29-30, 2015

Location: Hilton Orange County/Costa Mesa, 3050 Bristol St, Costa Mesa, CA 92626

Cost: \$395 (\$325 Early-bird until 9/4/15)

Pre-Register at: <http://export.gov/discoverglobalmarkets/pacrimconsumers/index.asp>

Join the U.S. Commercial Service and the District Export Council of Southern California for Discover Global Markets: Pacific Rim Consumers, a dynamic conference focused on consumer markets throughout Asia and the Pacific region. Find out what consumers are buying, and how to sell to them! Exporters will have the opportunity to meet "one-on-one" with commercial diplomats and industry specialists from Asia and Latin America for customized market-entry advice -- right here in California!



INDUSTRY EVENTS

Rematec International Expo • June 14-16, 2015

Location: Amsterdam, Netherlands

Register at: <http://www.rematec.com/amsterdam/>

ReMaTec2015

Rematec International Expo will be attended by remanufacturers and rebuilders, decision makers and technical experts. Rematec is a must attend event for the Motor and Equipment Remanufacturers and remanufacturing suppliers. All kinds of products, services and innovations which are taking place in the remanufacturing industry will be showcased by the exhibitors in this international expo.

Latin Auto Parts Expo • June 18-20, 2015

Location: Panama

Cost: FREE for visitor; for exhibitors, visit website below

Register at: www.latinpartsexpo.com



The LATIN AUTO PARTS EXPO is 95% sold out with more than 340 companies exhibiting! This "U.S. Department of Commerce" certified show provides manufacturers and distributors direct access to the Latin American and Caribbean OEM, Replacement Parts, Aftermarket Parts, Automotive Remanufactured Parts, and Tuning markets. For questions, contact alexandra@latinpartsexpo.com

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 with over 160,000 attendees in 2014. For questions on our cost-effective catalog show to the Taipei Pet Show, email Bobby.Hines@trade.gov

COSMOPROF North America 2015: International Buyer Program • July 12-14, 2015

Location: Mandalay Bay Convention Center, Las Vegas, NV

Cost: No additional cost to U.S. Exhibitors

Register at: <http://1.usa.gov/1FgK4dQ>

For questions: Contact Maryavis.Bokal@trade.gov or Tony.Michalski@trade.gov

In cooperation with the [Cosmoprof North America](#) show organizers, we are happy to offer two complimentary programs to U.S. exhibitors! Sign up to request counseling meetings with U.S. Commercial Service Beauty and Cosmetics Industry Specialists as well as introductory meetings with International Buyers/Distributors from various countries.



SEMICON WEST 2015: International Buyer Program • July 14-16, 2015

Location: Moscone Center, San Francisco, CA

Cost: No additional cost for U.S. Exhibitors

Register at: <http://export.gov/california/irvine/events/semiconwest/index.asp>

For questions: Contact Karl.Kailing@trade.gov or Tatyana.Aguirre@trade.gov

SEMICON[®] West2015

Together with global industry association [SEMI](#), we are offering two complimentary services to help U.S. exhibitors at the 2015 SEMICON WEST enter or increase their presence in international markets! Sign up to request counseling meetings with U.S. Commercial Service Semiconductor/IT Industry Specialists as well as introductory meetings with International Buyers/Distributors from various countries.

INDUSTRY EVENTS

PAACE Automechanika Mexico 2015 • July 15-17, 2015

Location: Mexico City, Mexico

Register at: <http://www.paace-automechanika-mexico-us.messefrankfurt.com/>



Join the USA Pavilion at Mexico and Central America's most important trade event for the Automotive Aftermarket. The show draws thousands of attendees in the automotive industry. With key domestic and international manufacturers, PAACE Automechanika Mexico City is the ultimate platform for sourcing domestic and international products and suppliers.

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.

WEBINARS

Webcast to Highlight Government Resources For Exports • (recorded)

Register at: www.creditmanagementassociation.org/events



Credit Management Association (CMA) recently signed a Memorandum of Agreement with the US Department of Commerce. This FREE webinar will feature U.S. government resources that are available to help companies that are already engaged in international trade as well as those who would like to begin exporting.

Temporarily Moving Capital Equipment & Tools Across the Border • June 2, 2015 at 10AM PST

Cost: FREE

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



Canada

Temporary workers who are entering Canada for work or to attend a trade show are often required to bring tools and equipment with them across the border. Join this FREE webinar to learn more!

Sending Temporary Workers to Canada from the U.S • June 9, 2015 at 10AM PST

Register at: <http://1.usa.gov/1K0ONHb>



Canada

This FREE webinar will assist U.S. service companies, such as architects, engineers and technicians in identifying the new process for sending temporary workers to Canada to perform after-sales warranty repairs, business development and other tasks.

How to Enter the Chinese ICT Market • August 4th, 2015, 4 PM PST

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



Join our FREE webinar to hear directly from our US Embassy in China on market segments with growing demand; regulatory requirements to play in these segments; selling to Chinese government agencies and state-owned enterprises; and tips on protecting your intellectual property.

PARTNER EVENTS

Building Your e-Commerce Business – How to Achieve Success • June 2, 2015

Location: Rancho Santiago Community College District, 2323 N. Broadway, Santa Ana, CA

Time: 9:00AM – 11:30AM

Cost: \$25

Register at: <http://ocsbdc.org/training/>



This workshop will cover the sequence of steps needed to achieve success when you are starting a small business online. In this workshop, you will learn about what it takes to be an entrepreneur, why business planning is crucial, available legal forms of entities, licensing, permits and what mistakes to avoid when starting an online business. You will also receive a list of tools to help run your e-commerce business and marketing strategies to help drive customer acquisition and retention

Live Webinar: Spotlight on Export Success – Billion Dollar Brows • June 17 at 2:00-3:00PM

Register at: <http://www.irvineglobalmarkets.com>



This interactive discussion, moderated by Mark Matsumoto of ETEC/VETEC USA, will highlight the hard fought lessons and ultimate success factors that have turned Billion Dollar Brows into global marketing phenomena. Learn how to plan for export success and avoid costly start-up mistakes, strategies to develop a successful global brand, and how to identify valuable resources to help your company expand global sales.

Export University Workshop Series • June –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: June 25th – Logistics & Shipping Documents; July 9th – Export Plan & Panel

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.

2015 Trade Visit to Ethiopia June 20 – 25th.

Location: Ethiopia

Questions? Contact Carlos Valderrama at 213-580-7570 or cvalderrama@lachamber.com



The Los Angeles Mayor’s Office of International Trade, Los Angeles Area Chamber of Commerce, the Los Angeles World Airports, and the Los Angeles Tourism and Convention Board, welcome you to as a trade delegate to the 2015 Trade Visit to Ethiopia. On June 20th Ethiopian Airlines will begin tri-weekly flights to Los Angeles. This historic event marks the first time an African Airline will connect Africa to the West Coast.

INDUSTRY EVENTS

Hong Kong & China Trade Mission • August 14 – 29, 2015

Location: Hong Kong, Guangzhou, Shanghai & Beijing

Cost: \$6,500.00

For more information: <http://www.calasiancc.org/event/hong-kong-and-china-trade-leadership-mission/>



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.

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>

NEVADA

Las Vegas: 702-388-6694

Reno: 702-219-7461

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

San Diego:

858-467-7033

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

Orange County:

949-660-1688

<http://export.gov/irvine>

West LA:

310-235-7206

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

Fresno/Bakersfield:

559-348-9859

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

Inland Empire:

909-390-8283

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

Downtown LA:

213-894-8784

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

Ventura:

805-488-4844 or 213-503-8364

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

Bureau of Industry & Security (BIS)

Western Regional Office:

(949) 660-0144

www.bis.doc.gov

Small Business Administration (SBA)

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