



# U.S. Commercial Service

## World Trade News and Events - February 2014

Newsletter of the US Commercial Service in Fargo, North Dakota

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## LOCAL NEWS

### **Local Export Success : Swedish Firm Vaderstad Adopts Appareo Technology**

[Click here](#) to learn about how Fargo-based company Appareo Systems successfully entered the Swedish market, with the support of the USA Pavilion at Agritechnica 2011.



### **Initial Market Check Selected as "Best Idea" in Idea Competition**

Forty nine local companies have engaged with the CS North Dakota office on a new pilot service called the Initial Market Check, where for \$350 - \$450 the overseas U.S.

Commercial Service office will contact 5-10 prospective business partners and provide a summary report detailing the feedback and level of interest. Heather Ranck has been a champion for this program and recently presented the idea as a best practice and won a worldwide U.S. Commercial Service Innovation Pitchfest competition. The idea is now being studied for adoption by U.S. Commercial Service offices worldwide. The [International Trade Administration Facebook page](#) features this idea in a recent post.

### **2014 Agricultural Machinery USA Pavilions**

The U.S. Commercial Service is providing programming at ag machinery trade shows in 7 countries in 2014. For more details [click here](#):

### **Nampo / Africa Ag Machinery Now Open**

The U.S. Commercial Service is now recruiting for the USA Pavilion at the Nampo Farm Show in South Africa! Sub-Saharan Africa is a final frontier for many companies, including those in agribusiness. The continent has vast tracts of unfarmed arable land, and many countries have growing GDP and stability. U.S. agribusiness interested in pursuing the African market have several avenues of assistance available from the U.S. government. To read a detailed report on the African ag machinery market, or to register for the trade show, please contact [Heather Ranck](#).

### **Crude Oil: Export Debate**

In the wake of an "era of abundance" of oil and natural gas production in North Dakota, the issue of whether or not to lift the ban on crude oil exports has grown more prominent. "Analysts say producers in states like North Dakota are approaching the point at which they will effectively run out of new customers because of limited capacity at refineries able to handle their product, limited pipeline infrastructure and other factors." To access the full article, [click here](#).

## NATIONAL AND GLOBAL NEWS

### **Looking South for Your Next Global Business Opportunity**

Recently, U.S. Department of Commerce Secretary Penny Pritzker announced the Look South Initiative, a program to help American businesses leverage the Free Trade Agreements the United States shares with 11 countries in Latin America. The Initiative is an important new part of the Commerce Department's Open for Business Agenda, supporting American companies looking to increase their global presence. To access the full article, [click here](#).

## EVENTS

### **Working with Diverse Cultures**

Date: February 12, 2014

Time: 12:00 to 1:00pm

Location: Federal Building Room 319

Cost: Free!

As our community continues to grow, our population is becoming more culturally diverse. Hear from organizations that are working directly with many of our region's ethnic groups and learn how we all can be better at addressing cultural divides. For more event information, please contact [Brittany Sickler](#).

### **U.S. - Vietnam Wind Power Development Workshop**

Dates: February 20-21, 2014

Location: Ho Chi Minh City

This workshop is co-organized by U.S. Commercial Service (USCS) and Vietnam Ministry of Industry and Trade (MOIT) aiming at leveraging U.S. technologies, expertise and financing advantages to develop wind power in Vietnam and creating a foundation for a long-term cooperation between the United States and Vietnam in energy. This workshop presents U.S. companies with the opportunity to discuss one-on-one with potential buyers of U.S. equipment and services.

For event and registration information, [click here](#).

### **Canada: Capture Your Market Potential**

Date: March 4, 2014

Time: 8:00am-6:00pm

Location: Guthrie Theater, Minneapolis, MN

By attending this conference, you will learn about strategic practices that will enable you to develop your company's market in Canada and manage your growth in that market. The program will consist of U.S. Government, Canadian Government and Private-Sector experts and practitioners discussing strategic approaches to issues concerning selling into the dynamic and diverse economy of Canada.

[Register here](#).



### **eCommerce Virtual Pitch**

Date: March 20, 2014

Cost: \$300/company

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 eCommerce platforms.

For more information on this event, [click here](#).

### **MosBuild 2014: The Largest Building & Interior Event in Europe and Russia**

Date: April 1-4 and 15-18

Location: Expocentre, V.V.C. Moscow

American building products, technologies and expertise are renowned in Russia. The success of American building technology, housing, and building material exports have opened the door to the Russian market- a lucrative market of 142 million consumers, the largest in Europe. In April 2014, exhibit at the American pavilion at the 20th edition of MosBuild, one of the top five construction exhibitions in the world.

to identify new business opportunities in Russia, contact [Michael Marangell](#).

To exhibit at MosBuild, contact [Linda Maley](#) or [Boris Murray](#).

### **WETEX 2014: Water, Energy, Technology & Environment Exhibition**

Date: April 14-16th

Location: Dubai International Convention & Exhibition Center

With more than US \$8 billion to be invested in the period up to 2020, the energy market in the UAE is expected to remain highly attractive to regional and international developers. The government has advanced plans to expand installed capacity by more than 50% over the next 10 years. WETEX 2014 and the Government of Dubai are looking for the latest technologies in the areas of water, energy, technology, and environment.

For more information on this event, [click here](#).

### **Global Business Connections 2014**

Date: April 29-30th

Location: Ramada Plaza and Suites in Fargo, ND

Cost: NDTO Members: free; Non-members: \$200 per person

The North Dakota Trade Office announced Mark King, CEO and President of TaylorMade-adidas Golf, as the headline speaker for the 2014 Global Business Connections Conference, April 29-30, at the Ramada Plaza Suites in Fargo, ND. In addition to the keynote address, GBC 2014 will be a two-day event consisting of a trade show and exhibits, breakout and training sessions designed to educate participants on specific issues related to international business, panel discussions featuring global business leaders, and networking opportunities. The 2013 Global Business Awards will also be presented. For more information on this event, [click here](#).

### **Canadian Institute of Mining Convention 2014**

Date: May 11-14, 2014

Location: Vancouver B.C.

Since natural resource extraction is a prevalent part of the mining sector, the CIM Convention 2014 is an opportunity for U.S. participants to develop potential partnerships in

Canada's mining sector. This convention is a valuable opportunity for U.S. suppliers in the following industries: mining equipment and services; automation, robotics, and engineering; construction equipment and services; environmental risk/impact assessments; sustainable oil field and mine water management; and safety and equipment services.

For more information, [click here](#).



The Canadian Institute  
of Mining, Metallurgy  
and Petroleum

### **Aerospace and Aviation Trade Mission to Brazil**

Dates: May 12-16, 2014

Cost: \$2,950 for SMEs, \$3,230 for large firms

The U.S. Commercial Service (CS) will be leading a trade mission to introduce U.S. firms to Brazil's readily expanding market for aerospace and aviation products and services. The mission will address a variety of topics, from business practices in Brazil to security. It will also include meetings with government officials, potential partners, distributors, and agents in São Paulo.

For more information, [click here](#).

To register for the event, [click here](#).

### **West Africa Energy Mission: Ghana and Nigeria**

Dates: May 18-24, 2014

U.S. Secretary of Commerce Penny Pritzker will lead an Energy Business Development Mission to West Africa with stops in Ghana and Nigeria. This 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. It will also help the African region develop and manage energy resources and systems, build out power generation and transmission, and distribution.

For more information, [click here](#).

### **Fieldays 2014: The Largest Agriculture Trade Show in the Southern Hemisphere**

Dates: June 11-14, 2014

Location: Mystery Creek, Hamilton, New Zealand

Fieldays 2014 is a showcase of the latest in agricultural products and services for farms and farm households. With over 1,000 exhibitors, Fieldays 2014 is the largest annual agricultural trade event in the Southern Hemisphere attracting over 130,000 attendees from New Zealand, Australia, Europe, and South America. U.S. companies do not need to travel to New Zealand to participate at Fieldays 2014, if they exhibit with the U.S. Commercial Service. For further information about exhibiting, please contact [Janet Coulthart](#) of the U.S. Commercial Service in Wellington, New Zealand, or visit [www.export.gov/newzealand](http://www.export.gov/newzealand).

## **WEBINARS**

### **Temporarily Moving Capital Equipment & Tools Across the Border - February 6**

The second in a webinar series on "The Logistics of Doing Business in Canada." This webinar will focus on temporary exports.

When: 2/06/2014 at 12:00 PM Central

Fee: \$35

Register here:

[http://export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=34626&InputType=EVENT](http://export.gov/eac/show_detail_trade_events.asp?EventID=34626&InputType=EVENT)

### **Mexican Import Process - February 12**

In this webinar, you will learn if your client in Mexico is able to import and how the import process works in Mexico. Learn other options and alternatives to send your products to your client in Mexico. Learn about what documentation requirements are needed from your client in Mexico.

When: Wednesday, February 12, 2014 from 1-2 p.m. Central.

Fee: \$25

Register here:

[http://export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=34665&InputType=EVENT](http://export.gov/eac/show_detail_trade_events.asp?EventID=34665&InputType=EVENT)

### **Free Webinar on PowerGen Europe 2014**

The U.S. Commercial Service Energy Team is offering a free webinar on market drivers, key players, investments, and growth predictions for the European power generation market, also highlighting opportunities at PowerGen (June 3-5, 2014 in Cologne, Germany). Featured speaker: Dr. Jacob Klimstra, Lecturer and Expert on the European Power Generation Market.

WHEN: Join us on February 12, 2014, starting at 11 a.m. Central

Please register by [clicking here](#)

### **Opportunities in the Caribbean Region Webinar Series**

Opportunities in the Caribbean Region Webinar Series will provide valuable insights to new and experienced exporters who will gain knowledge of the export opportunities in this dynamic region. Companies will learn about the best prospects, financial and legal considerations and marketing strategies in the Caribbean Region. Participants will also understand and appreciate the cultural differences, economic conditions and technological capabilities of potential partners.



Cost of each webinar: \$35

Time of each webinar: 11:00 a.m. Central

- Business Opportunities in Barbados: February 13th; to register, [click here](#).
- Business Opportunities in Jamaica: February 20th; to register, [click here](#).
- Business Opportunities in Haiti: February 27th; to register, [click here](#).

### **NAFTA, HST & Other Considerations - February 13**

The third in a webinar series on "The Logistics of Doing Business in Canada." The North American Free Trade Agreement (NAFTA) has made doing business in Canada easier, however, many questions still exist. This webinar series will give you the opportunity to get answers to the most frequently asked questions as well as answer your specific questions.

Fee: \$35

Register here:

[http://export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=34627&InputType=EVENT](http://export.gov/eac/show_detail_trade_events.asp?EventID=34627&InputType=EVENT)

### **Where Your Safety and Security Product Falls Under Export Controls - February 13**

Date: February 13

Time: 1 -2:30 p.m. Central

Cost: \$30

This webinar will address export controls, recent changes to ITAR & BIS, and responsibilities of a freight forwarder. To register for the event, [click here](#).

### **Exporting to Customs Union of Russia, Belarus, and Kazakhstan - February 18**

Date: February 18

Time: 1pm EST

Since Russia, Belarus and Kazakhstan formed a Customs Union, they adopted a law on Technical Regulation Law and worked out sets of new common Technical Regulations covering most products that are imported in the countries of the Customs Union. These Regulations have a serious impact on foreign trade. Exporters are now facing many issues, the answers to which, not so readily available elsewhere, will be provided at the webinar. For more information, [click here](#).

**Selling Software into Brazil - February 19**

Date: February 19

Time: 1PM EST

Cost: \$35

Brazil's software services market is growing at a rate faster than any other Latin American country. 2013 software imports are expected to reach nearly \$6.3 billion a 10% growth vs. 2012. Please join the US Commercial Service teams in Brazil and the US to explore and discuss issues related to selling software into Brazil.

For more information on the event, [click here](#).

To register for the event, [click here](#).

**Energy Africa**

Save the date for this upcoming three part webinar series focused on energy opportunities in Africa! Details and registration will be available in the coming week.

- Energy Opportunities in Sub-Saharan Africa: February 19th; 10am EST
- Energy Opportunities in West Africa: February 27th; 10am EST
- Energy Opportunities in East Africa: March 6th; 10am EST

For more details or to register, please contact [Heather Ranck](#).

**E-Commerce: Marketing Online to Canadian Customers - February 20**

The fourth in a webinar series on "The Logistics of Doing Business in Canada."

Fee: \$35

[Register here:](#)

[http://export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=34628&InputType=EVENT](http://export.gov/eac/show_detail_trade_events.asp?EventID=34628&InputType=EVENT)

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Your U.S. Commercial Service / North Dakota Office



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