



U.S. Commercial Service

World Trade News and Events - May 2014

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LOCAL NEWS

- Local Success Story: Irish Eyes Smile Upon Fargo Automation

Fargo Automation has officially expanded business outside the United States with their pharmaceutical and medical device packaging equipment! [Click here](#) to learn what steps Fargo Automation took to make its first ever sale into Europe.



- CS North Dakota's Heather Ranck Awarded YWCA's Woman of the Year Award

The YWCA of Cass Clay recently awarded 11 women, including CS ND's Heather Ranck with the Woman of the Year award for community service. Women of the Year awards honor women's accomplishments in categories such as volunteerism, art, communications and education. To learn more about the event, award, and winners, [click here](#).



11 Recipients of YWCA's 2014 Woman of the Year Award

- Increase in ND Border Staffing Announced at Northern Border Caucus Meeting



Congressman Kevin Cramer met with the Northern Border Caucus in early April to discuss how reduced wait times at border crossings can facilitate new American jobs and promote economic growth. To read more about new hires will be made by the end of fiscal year 2015 to staff the border and minimize this loss, [click here](#).

-Hoeven Working to Help Build European Energy Plan

Senator John Hoeven was in Norway on April 15 as part of a week-long Senate delegation to Europe to help build a long-term energy plan that will help reduce Ukraine's and the region's dependence on Russian natural gas. Sen. Hoeven commented, "The only real, long-term solution is to make additional liquefied natural gas supplies available, and this means the United States has a strong role to play as a world leader." [Click here](#) for more details on the energy plan.



- WCCO Belting Celebrates 60-Year Anniversary

This year marks the 60th anniversary of Wahpeton, North Dakota's WCCO Belting. Through its 60 years, the company has been recognized state-wide and nationally on several occasions for its exporting success. From its humble beginnings as the Wahpeton Shoe Hospital, [click here](#) to read how WCOO Belting has becoming a world leader in custom rubber belting.

-Future Oil Pipelines to be More Like Rail

Pipelines vs. railway transport of oil is a hot topic. The market is in a state of constant change. [Click here](#) to read about the future of oil pipelines in North Dakota.

- US Department of Commerce to Investigate Sugar Production

The US Department of Commerce says it will initiate an investigation, along with the International Trade Commission, to determine if the Mexican government has subsidized Mexico's sugar production and whether that sugar is being dumped into the US market. The ITC will announce by May 12 whether or not injury has been caused by the alleged dumping, and the investigation will progress accordingly from there. For more information on the investigation, [click here](#).



NATIONAL AND GLOBAL NEWS

- US Commercial Service to Open Five More Foreign Offices

The US Department of Commerce's International Trade Administration / U.S. Commercial Service division will open offices in five new markets, bringing Foreign Commercial Service (CS) officers into some of the world's most rapidly developing economies. [Click here](#) to find out which new markets have been chosen



-Senate Looks to Reauthorize Brand USA to Boost International Travel to US

U.S. Senators Amy Klobuchar (D-MN) and John Hoeven (R-ND) along with 23

other Senators are working to boost international tourism to the United States through the modernization of Brand USA - a public/private partnership that promotes international travel to the US. Sen.

Klobuchar said, "More international visitors to the United States means new customers for our businesses, more jobs for our workers, and stronger growth for our economy." To read more about the *Travel Promotion, Enhancement, and Modernization Act*, [click here](#).



-Govt. of Japan, US Govt. to Take Steps to Double Students Studying Abroad

The number of Japanese students studying in the U.S. has steadily declined from a peak of 50,000 in 1997, falling to 20,000 in 2013. For this reason, the Japanese and US governments will take steps to double the number of Japanese students studying in the US and American students studying in Japan 2020.

- Information Regarding Existing Russia Sanctions

As of April 16, there are three [Executive Orders](#) applicable to Russia vis-à-vis the Ukraine situation, dated March 6, March 17 and March 20, respectively. The Treasury Department's [Office of Foreign Assets Control](#) ("OFAC") provides detailed information on

sanctions, including the latest lists of individuals and entities to which sanctions are in effect. The [Bureau of Industry & Security](#) website provides export license requirements under the "entity list" section, including certain product categories for which new export licenses for sales to Russia are not being processed. The [ITA website](#) also includes information regarding international contacts and clients related to individuals and entities on blocked lists and it is recommended to cross check these lists before engagement and/or shipment.

-Protect Your Business from Espionage

The FBI estimates that every year billions of dollars are lost to foreign and domestic competitors who deliberately target economic intelligence in flourishing U.S. industries and technologies. [Click here](#) to learn how to protect your trade secrets, especially during visits to your facility and at trade shows. For another valuable resource, [click here](#) to read "Economic Impact of Trade Secret Theft: A framework for companies to safeguard trade secrets and mitigate potential threats."



-Publication of Iran General License G

In April, the U.S. Treasury's Office of Foreign Assets Control issued Iranian General License G authorizing accredited U.S. academic institutions to establish and operate undergraduate and graduate academic exchange agreements with Iranian universities, including the provision of scholarships to participating Iranian students. It also authorizes the export to Iran of certain additional educational services by U.S. academic institutions. For more information, [click here](#).

-SelectUSA Strives to Attract Foreign Investments to the USA

SelectUSA is a federal-level program that strives to attract foreign investments into the US, and the next target market is Mexico. U.S. Commercial Service staff members in Mexico are eager to connect U.S. Economic Development Organizations with investors who are looking for opportunities. The Road Show is a two-day event, covering two of Mexico's most important business centers: Querétaro and Mérida, Yucatán. [Click here](#) to learn more about SelectUSA and to sign your company up to be viewed by investors at the upcoming Mexico show.



-Trade Barriers that Limit US SMEs' EU Export Success

The recently completed report by the U.S. International Trade Commission (USITC) catalogs trade-related barriers that U.S. small and medium-sized enterprises (SMEs) and related industry associations reported as limiting their exports to the European Union (EU). [Click here](#) to read the full report.

-Eight Amended CE Marking Laws Published

Published in the *Official Journal* on March 29, the laws cover low voltage, electromagnetic

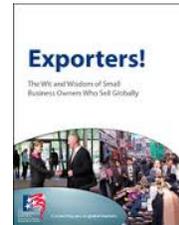
compatibility, simple pressure vessels, explosive atmospheres, non-automatic weighing instruments, lifts, measuring instruments and explosives for civil uses. They will enter into force in 2016. [Click here](#) for more information on the amended laws.

- Six Steps to Making the Most of Any Trade Show

The U.S. Commercial Service can help you maximize export opportunities at trade shows. To get the best possible return on investment from your next trade show, [click here](#) for six simple, inexpensive suggestions from the ITA's Export Assistance Center in Orlando that will attract traffic to any booth.

- New eBook! "Exporters! The Wit and Wisdom of Small Business Owners Who Sell Globally"

This book profiles 25 Americans who battled competitors, fear of the unknown, and personal adversity to build successful small businesses in the global marketplace. Alternately humorous, amazing and inspirational, their stories also serve as valuable advice for readers wanting to follow their example. [Click here](#) for more information or to download the ebook.



- US Ambassador to Brazil Participates in Agrishow

On April 29, US Ambassador to Brazil, Liliana Ayalde, São Paulo Consul General Dennis Hankins and U.S. Commercial Service Ag Specialist Vânia Resende participated in Agrishow in Ribeirão Preto, São Paulo. Agrishow is the largest agribusiness trade show in Latin America and sets the stage for the success of companies operating or wishing to operate in the Brazilian agribusiness industry. This year more than 40 U.S. companies participated in the show that drew more than 150,000 participants. Several North Dakota companies had representation at the show. In 2013, CS North Dakota's Heather Ranck visited the show and has been actively assisting companies in the Brazilian market since then.

EVENTS

-Education USA South America Fair

EducationUSA is a U.S. Department of State-supported network of hundreds of advising centers around the world. Each year, EducationUSA advisers provide millions of international students with accurate, comprehensive, and current information about how to apply to U.S. colleges and universities. This September, recruit students internationally at the EducationUSA Fair in South America. Last year, more than 16,000 students attended in 11 cities and eight countries. For more information or to register, [click here](#).

WEBINARS

- Protecting Your Intellectual Property Rights (IPR) in Europe

Date: May 8

Time: Noon Eastern Time

Cost: FREE

Your intellectual property rights are an important part of your corporate value and international competitiveness. U.S. trademark, design and patent rights do not, by

themselves, provide protection in the European Union (EU). You must take specific steps to protect your IPR in Europe. Learn how to register your patents, trademarks, designs and copyrights and gain protection in Europe. For more information and to register, [click here](#).

- Export Controls at Trade Shows: What Your Company Needs to Know

Date: May 13

Time: 11 am Eastern Time

This webinar will provide you a review of the US Regulations and how those regulations apply during the critical marketing aspect of your sales cycle. The review will also include updates to the regulations due to recent and ongoing US Export reform, the Foreign Corrupt Practices Act and US Trade Embargoes. Other topics include: A brief introduction to US export regulations, deemed exports; controlled items and activities; brokering issues; license issues; OFAC regulations, and updates on current embargoes.

- Navigating Free Trade Agreements - Documenting Origin

Date: May 13

Time: 1:30 PM Eastern Time

This webinar will introduce participants to the steps of properly documenting origin and will address the requirements needed to complete certificates of origin property for NAFTA, South Korea, and Israel. The webinar will also provide resources that will outline documenting origin requirements for every United States FTA. For more information contact Rachel.Steiner@trade.gov or [click here](#).

- Big Tax Savings for Exporters via IC-DISC

Date: May 15

Time: 2:00 PM Eastern Time

Cost: \$35

This webinar will provide a brief background on the IC-DISC program along with guidance on its implementation. It can bring about highly significant tax savings for the exporter. To be eligible for the IC-DISC, a business must be a privately held, non-public company. Qualified businesses include: distributors, software developers, manufacturers, timber, mining, agricultural and seafood companies, as well as other sectors. For more information or to register, [click here](#).

- Direct Line Webinars

Exploring Commercial Opportunities in the Iraqi Kurdistan Region, May 14 @ 8:30 am CST

Doing Business in the Oil and Gas Sector in Azerbaijan, June 9 @ 8:00 am CST

Cost: FREE

An opportunity for American businesses, particularly small- and medium-sized enterprises, to engage directly via teleconference with U.S. Ambassadors overseas. For more information and to register, [click here](#).

- Financial Incentives Webinar

Date: May 29

Time: 2:00 PM Eastern Time

Cost: \$35

Join the U.S. Commercial Service-Atlanta for a webinar on increasing your bottom line using many lesser-known financial programs and incentives available to U.S. exporters. You'll learn how to maximize profits and capitalize on export earnings by tapping into the IC-DISC, recover tax dollars spent on international travel and shipping, and insure your receivables in the event of foreign buyer non-payment. For more information or to register, [click here](#).

-Defense Opportunities in Asia, the Middle East and Europe

Dates: Vary Depending on Market of Interest

Time: 11 am - 12 pm EST

Cost: \$50 for each webinar

Registration: Asia: [Register Here](#)

Middle East: [Register Here](#)

Europe: [Register Here](#)

Entire 3-Part Series: [Register Here](#)

Join the U.S. Commercial Service for a Webinar Series on Defense Opportunities in Asia, the Middle East and Europe! Asia, the Middle East, and Europe offer numerous opportunities for the defense industry. Asian defense spending is expected to exceed \$110 billion in upcoming years. In the Middle East, countries are projecting a \$170 billion investment in defense spending over the next five years. And in Europe, NATO's Communications and Information Agency (NCIA) envisions spending more than \$1.3 billion over the next two years. Please contact Paul.Matino@trade.gov (410/962-4581) or Cara.Boulesteix@trade.gov with questions on this webinar.

Your U.S. Commercial Service / North Dakota Office



Heather Andrea Ranck
Office Director & International Trade Specialist
Ph: 701-239-5080
Email: Heather.Ranck@trade.gov



Amanda Breen
Export Assistant
Ph: 701-239-5033
Email: Amanda.Breen@trade.gov