



# U.S. Commercial Service

## World Trade News and Events - August 2014

Newsletter of the US Commercial Service in Fargo, North Dakota

### LOCAL NEWS

- [New Video Released Today: Exporting from Rural Areas](#)
- [Meet One-on-One Locally with USCS Specialists from Brazil, Australia and New Zealand](#)
- [Swanson Health Products - Poised for More Growth](#)
- [Minnesota Firm Makes Boilers for Winter, Lawn Mowers for Summer Under One Roof](#)
- [ND Officials Promote Inward Investment and UAS at European Trade Shows](#)
- [State Gov't Engagement in Higher Education Internationalization](#)

### NATIONAL AND GLOBAL NEWS

- [Five Things Small Businesses Should Know About Export Control Reform](#)
- [Brazil Reduces Import Duty on Over 500 Goods, Including Tractor Manufacturing Items](#)
- [Secretary Pritzker Talks About Efforts to Boost Rural Exports](#)
- [Introducing ITA's Trade Developer Portal](#)
- [New Report Reveals Top 2014-2015 U.S. Export Markets for Renewable Energy](#)
- [Worldwide Delays for Issuance of U.S. Visas and Passports](#)
- [Learn About Education Opportunities in Kazakhstan](#)
- [U.S.-Africa Leaders Summit in Washington, D.C., Inaugural U.S.-Africa Business Forum](#)
- [2014 Aerospace Market Resource Guide Released, PDF Available for Download](#)

### EVENTS

- [Canada Far North Trade Mission, Traditional or Virtual - Oct. 8-9](#)
- [Asia Health and Energy Mission to Japan & S. Korea with Secretary Pritzker - Oct.19-23](#)
- [Discover Global Markets: Healthcare and Life Sciences - Nov. 17-18](#)

### WEBINARS

- [IPR and the South China Market: Basics for Protecting Your IPR - Aug. 13](#)
- [How to Have Your Medical Devices Licensed and Authorized by Health Canada - Sept. 3](#)

### LOCAL NEWS

- **New Video Released Today: ND Exporters on Exporting from Rural Areas**  
Video #2 in a 6-part series was released today, featuring ND "Export Experts" who share their best practices on exporting from rural areas. This 4-minute video features six local companies, including Fargo Automation, Roll-a-Ramp, Haybuster, Spiral Light Candle, Titan Machinery and WCCO Belting. [Click here](#) to see the latest video.

### - Meet One-on-One Locally with USCS Specialists from Brazil, Australia and New Zealand

Sign up now to meet one-on-one with USCS Specialists coming to ND from Brazil, Australia and New Zealand.

Vania Resende from Brazil will be in North Dakota August 19-21, and Doug Hartley (Australia) and Janet Coulthart (New Zealand) will be in the area from September 8-11 during Big Iron. [Click here](#) to schedule a one hour meeting to assess your export opportunities in Brazil, Australia or New Zealand. Meeting times are filled on a first come, first serve basis and there is a \$60 fee for each meeting.



Doug Hartley



Janet Coulthart

### - Swanson Health Products Poised for More Growth

Swanson Health Products began as a mail-order vitamin and supplement company ran out of founder Leland Swanson's home. Now, 45 years later, Swanson Health Products is now the largest privately held supplier of vitamins and supplements, shipping 20,000 different products to more than 150 countries. CEO Ken Harris says they continue to grow and will be increasing its product lines of organic, gluten-free and non-GMO food products as well as all-natural skin care and cleaning products. [Click here](#) to read the full story from the Fargo Forum on Swanson's continued growth.

### - Minnesota Firm Makes Boilers for Winter, Lawn Mowers for Summer Under One Roof

Central Boiler has been building outdoor wood furnaces for 30 years, and has just launched a new company, Altoz Precision Mowers, a high-performance zero-turn line of lawn mowers. Reaching speeds of 19 mph and including seat belts and roll bars, these mowers are "built for professionals and discerning



homeowners who demand the finest quality cut and appreciate the most rewarding mowing experience," says founder Dennis Brazier. [Click here](#) to read the full story from the Fargo Forum.

### - ND Officials Promote Inward Investment and UAS at European Trade Shows

North Dakota officials from the ND Department of Commerce, UND and the Grand Forks Economic Development Corporation recently traveled to several trade shows in Europe to meet with potential UAS partners and to promote ND's UAS assets. ND's officials had support from the U.S. Commercial Service at these shows, including Farnborough (England), Hanover Messe (Germany) and ILA Berlin (Germany). Select USA is the new foreign direct investment promotion initiative of the U.S. Commercial Service.

### State Gov't Engagement in Higher Education Internationalization

Internationalization of colleges and universities has historically been fostered mostly by grassroots efforts by faculty and staff members. But what can state governments do to influence this internationalization? The research in [this report](#) has found a growing number of state are emerging as influential actors in international education efforts - and North Dakota is one of them! [Click here](#) to see the website of Study North Dakota, mentioned on page 16 of the report.

## NATIONAL AND GLOBAL NEWS

### - Five Things Small Businesses Should Know About Export Control Reform

Small businesses are growing at unprecedented rates. Through exporting, they have the opportunity to grow even more - 2/3 of the world's purchasing power is in foreign countries. Many small business owners, however, claim lack of information on exporting as an obstacle to beginning the export process. [Click here](#) to read the Commerce Blog on the Export Control Reform initiative, and how it can help your small business.

**- Brazil Reduces Import Duty on Over 500 Goods, Including Tractor Manufacturing Items**

Brazil's Foreign Trade Chamber announced July 28 the temporary lowering of tariffs on imports of more than 500 goods, including tariffs on 494 items of industrial machinery and equipment. The selected tariffs will be reduced from 14-16 percent to two percent through Dec. 31, 2015. [Click here](#) for more information.



**- Secretary Pritzker Talks About Efforts to Boost Rural Exports**

The focus on boosting rural exports continues. U.S. Secretary of Commerce Pritzker has made it a priority to expand the U.S. export base and to help more American businesses of all sizes - including rural business - capitalize on opportunities in foreign markets. As part of this effort, Secretary Pritzker traveled to Memphis, Tennessee to participate in the "Made in Rural America" Regional Forum, focused on boosting rural exports. For more information on the Forum and Secretary Pritzker's talking points, [click here](#).

**- Introducing ITA's Trade Developer Portal**

The International Trade Administration has taken a major step in making its data open and accessible to the public through its Trade Developer Portal. The portal is a collection of application programming interfaces (APIs) that allow software developers to create web and mobile applications using information produced by ITA and other trade promotion agencies. [Click here](#) for more information or to access the Portal.

**- New Report Reveals Top 2014-2015 U.S. Export Markets for Renewable Energy**

The renewable energy sector promises continued growth for the foreseeable future, reaching \$7 trillion of expected cumulative global private-sector investment between 2012 and 2030. This report provides high-level market information to help steer American exporters toward those markets where they may be most effective. [Click here](#) to read the report.



**- Worldwide Delays for Issuance of U.S. Visas & Passports**

The Department of State's Consular Consolidated Database (CCD) recently has experience significant outages resulting in world-wide backlogs at U.S. consular posts for issuance of U.S. visas and U.S. passports. [Click here](#) for the full story.

**- Learn About Education Opportunities in Kazakhstan**

Looking to attract students from Kazakhstan to your University? Interested in knowing more about the Kazakhstan market, especially the education sector? [Click here](#) to access an all-inclusive Power Point presentation on the education sector in Kazakhstan, developed by the U.S. Consulate General in Almaty, Kazakhstan. "This has been an interagency effort between the U.S. Commercial Service and the U.S. State Department," says Debra Rogers, Senior International Trade Specialist in Chicago, IL.



**- U.S.-Africa Leaders Summit in Washington, D.C., Inaugural U.S.-Africa Business Forum**

The U.S.-Africa Leaders Summit is taking place in Washington, D.C., where heads of state from more than 40 African nations are convening with U.S. leaders to discuss areas



that are critical to growth in Africa. On Tuesday, the Department of Commerce and Bloomberg Philanthropies cohosted the first U.S.-Africa Business Forum, a day focused on strengthening trade and financial ties between the U.S. and Africa. Secretary Pritzker and Under Secretary Selig will participate in several bilateral meetings during the Summit.

**- 2014 Aerospace Resource Guide Released, PDF Available for Download**

The newly released 2014 Aerospace Resource Guide provides a country by country analysis on worldwide Aerospace markets. To download your own PDF copy, [click here](#) to visit the USCS Aerospace Team's Website.

## **EVENTS**

**- Canada Far North Trade Mission, Traditional or Virtual**

Date of Mission: October 8-9, 2014

Location: Gatineau, Quebec, Canada - OR Participate Virtually

Cost: \$1,000 - \$1,400 for Traditional Trade Mission or \$500 - \$750 for Virtual Trade Mission

Canada's North is ripe with opportunities for U.S. companies. Billions of dollars' worth of projects are already in the pre-planning, planning and implementation phases, and cover the full gambit of business sectors, including: mining, infrastructure, water & sewer, environmental technologies & services, remote healthcare related technology, distance education and energy. If you are unable to participate in a traditional trade mission, there is also a virtual option available. [Click here](#) for more information or to register.

**- Asia Healthcare and Energy Mission to Japan and South Korea with Secretary Pritzker**

Date of Mission: October 19-23, 2014

Cost: Begins at \$9,500, varies depends on size of company/number of reps

Application Deadline: August 22, 2014

This mission is a follow-up to President Obama's visit in April and will highlight the commercial aspects of the Asia Rebalance. This mission will promote U.S. exports to Japan and South Korea by helping U.S. companies launch or increase their business in the healthcare and energy sectors in each country. The mission will include business-to-government and business-to-business meetings, market briefings, and networking events. [Click here](#) for more information on the mission and the healthcare and energy sectors in Japan and South Korea. [Click here](#) to apply now.

**- Discover Global Markets: Healthcare and Life Sciences**

Date: November 17-18, 2014

Location: Minneapolis, MN

Cost: Early Bird Rate \$299 (until Oct. 17)

[Click here](#) to register.

This is a rare opportunity for exporters and industry leaders to not only learn about exciting exporting opportunities from private sector industry leaders, but it will also give you a chance to sit down for one on one consultations with key industry specialists from more than 15 U.S. Embassies and Consulates from across the globe. These experts will share firsthand insights on selling into and conducting business in these markets and you'll receive invaluable advice on current market challenges and opportunities. This conference

will help companies develop the tools to penetrate new international markets, reduce entry time, and grow your export business. [Click here](#) for more information.

## **WEBINARS**

### **- IPR and the South China Market: Basics for Protecting Your IPR**

Date: August 13, 2014

Time: 7:00 pm EST

Cost: FREE

[Click here](#) to register.

Protecting intellectual property rights (IPR) is a constant challenge that many U.S. companies face while doing business in South China. The U.S. Consulate and Patent and Trademark Office in Guangzhou will provide an overview of risks associated with intellectual property in the South China market and what practical steps you can take to protect your intellectual property. [Click here](#) for more information.

### **- How to Have Your Medical Devices Licensed and Authorized by Health Canada**

Date: September 3, 2014

Time: 2 pm - 4 pm EST

Cost: \$35

[Click here](#) to register.

This webinar is targeted towards U.S. companies who are interested in selling medical devices; including health or medical instruments used in the treatment, mitigation, diagnosis or prevention of a disease or abnormal physical condition, in Canada. Nancy Shadeed, Manager of the Device Licensing Division of Health Canada, will discuss how to facilitate the registration process with Health Canada. For more information, [click here](#).

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