



U.S. Commercial Service

World Trade News and Events - November 2014

Newsletter of the US Commercial Service in Fargo, North Dakota

LOCAL NEWS

- [Local Export Success: Superior Grain Bins Exports to Every Continent Except Antarctica](#)
- [Fargo-based Entrepreneur Connects Local and Global Business Opportunities](#)
- [Ocean Freight Coordinator Position - Minneapolis, MN](#)
- [Brookings, SD Opens Babybel Facility](#)

NATIONAL AND GLOBAL NEWS

- [ThinkGlobal Releases New Export Resources App for iOS and Android Devices](#)
- [2015 IBP U.S. Trade Show Guide Now Available](#)
- [U.S. West Coast Port Congestion Continues to Worsen](#)
- [Hawaiian Microalgae Producer Learns Importance of Diversifying Markets](#)
- [News from Europe: Mobility and Transport Newsletter Now Available](#)
- [Major Exporters Taking 'Little Action' on Bribery](#)
- [Secretary Pritzker Announces Advisory Council on Africa, Includes AGCO](#)
- [Quarterly Automotive Team Newsletter Now Available](#)
- [Health Care Team Newsletter & Resource Guide - Now Available](#)
- [Become a Diplomat for the American Economy, Join the US Commercial Service](#)

EVENTS

- [Russia Virtual Education Fair - December 16, 2014](#)
- [How to Design and Architect Search-Engine Friendly Websites - December 10, 2014](#)
- [Booths Available in US Pavilion at Aero India - February 18-22, 2015](#)
- [Dominican Republic Trade Mission - March 2-4, 2015](#)
- [US Pavilion at Americana 2015 - March 17-19, 2015](#)
- [EducationUSA Fairs in Germany - April 16 & 18, 2015](#)
- [Healthcare Trade Mission to Egypt, Jordan, & Israel - May 16-21, 2015](#)

WEBINARS

- [Deepening Your Business Connection to Mexico - Nov. 19](#)
- [Temporarily Moving Goods and Tools Across the Border - Nov. 19](#)
- [Canadian Aerospace Business Development Opportunities & Aeromart Montreal-Nov. 20](#)
- [Foreign Exchange Management WEbinar for Exporters - Dec. 4](#)
- [Handling Duties & Taxes - NAFTA, HTS & Other Considerations - Dec. 10](#)

LOCAL NEWS

- Local Export Success: Superior Grain Bins to Every Continent Except Antarctica

Superior Manufacturing has transformed from a regional business into a global player in four short years. The company has developed a secret sauce that has yielded impressive results in many countries that are not easy export markets.

[Click here](#) to read the full story of how Superior has sold grain bins to every continent except Antarctica.



- Fargo-based Entrepreneur Connects Local and Global Business Opportunities

Saravana "Sam" Rangaswamy is a master at parlaying relationships into business opportunities, as evidenced by his involvement in several endeavors including Passage to India restaurant, infoNERO technology consulting firm, a real estate investment firm for New American housing and an import-export company called Fargo International Trading Co. For the full article from the Fargo Forum, [click here](#).

- Ocean Freight Coordinator Position - Minneapolis, MN

Interested in a international job? Valley Worldwide Logistics Solutions in Minneapolis, MN is now looking for an Ocean Freight Coordinator & TMS Specialist. This position is responsible for the coordination of all international ocean traffic. For more information or to apply, [click here](#).

- Brookings, SD Opens Babybel Factory

Brookings, SD has recently opened a \$144 million, 170,000 square-foot Mini Babybel facility, a branch of the Paris-based Bel Group, which will employ an estimated 250 people. Director General of the U.S. Commercial Service Arun Kumar participated in the grand opening for this factory. This new facility is a great example of how foreign direct investment (FDI) creates U.S. jobs, builds skills and link markets. [Click here](#) to read the full story of how this international business picked Brookings to open their new facility and what this partnership means for the community.



NATIONAL AND GLOBAL NEWS

- ThinkGlobal Releases New Export Resources App for iOS and Android Devices

This new app will allow users to search for trade leads, trade events, trade news, market research and US government trade specialists. "We developed the Export Resources app in order to give importers and exporters easy access to trade leads and information," says ThinkGlobal President, Greg Sandler. [Click here](#) for more information on the app, and download it now on your iPhone or Android.



- 2015 IBP U.S. Trade Show Guide Now Available

[Click here](#) to access the 2015 IBP U.S. Trade Show Guide, which contains profiles of each 2015 trade show world-wide. The guide includes a summary of each trade show, benefits for IBP attendees, information on seminars offered, and target industries and buyers.



- U.S. West Coast Port Congestion Continues to Worsen

Terminal gridlock, intermodal rail delays, and a queue of vessels anchored awaiting an open berth are continuing problems at sea ports up and down the West Coast. Harbor truckers have begun to

introduce congestion surcharges ranging from \$50-\$100/hour to make up for the decrease in turns per day from an average of four to no more than one. Ocean carriers are beginning to omit originally scheduled port calls, then claiming force majeure. Carriers are reporting containers sitting on the dock for 20 days waiting for on-dock rail. [Click here](#) for more information on this story and to see how you can avoid shipping delays.

- Hawaiian Microalgae Producer Learns Importance of Diversifying Markets

In the 1990's, Cyanotech, a Hawaii-based provider of microalgae products for the nutritional supplement and immunology markets lost their largest Chinese customer, they were left with a gaping revenue hole. Once they learned of the importance of diversifying their markets, they expanded their international footprint to 63 countries. [Click here](#) to read the full story about how Cyanotech recovered and became a top exporter from Hawaii.



- News from Europe: Mobility and Transport Newsletter Now Available

The Mobility and Transport Newsletter is a collection of newsworthy links, articles, reports, and observations from the CS Europe Affinity Group Mobility and Transport (AGMT). [Click here](#) to access mobility and transport info from all over Europe.



- Major Exporters Taking "Little Action" on Bribery

According to the anti-corruption watchdog, 22 countries exerted "little or no" energy in enforcing international anti-bribery laws last year. According to Transparency International, those countries involved account for 27% of world exports and almost 90% of total foreign direct investment outflows. For the full story, [click here](#).

- Secretary Pritzker Announces Advisory Council on Africa, Includes AGCO

The newly established President's Advisory Council on Doing Business in Africa (PAC-DBIA) has recently been appointed 15 private sector leaders. PAC-DBIA members represent companies of all sizes from a variety of sectors and were selected to advise the President on strengthening commercial engagement between the US and Africa. To represent the Agricultural sector, Martin Richenhagen, Chairman, President and CEO of AGCO, has been appointed to the Council. [Click here](#) to read the full story and see who else was appointed to the Council.



- Quarterly Automotive Team Newsletter Now Available

Review the list of latest market research reports, industry news, information on upcoming trade events and trade leads. Provided by the US Commercial Service's Automotive & Ground Transportation team, the automotive industry's primary export assistance resource. [Click here](#) to see a list of the Automotive Team's exporting resources, including the new quarterly newsletter.

- Health Care Team Newsletter & 2Resource Guide - Now Available

The Healthcare Team has a newsletter! [Click here](#) to subscribe for free monthly updates. Also now available is the 2015 Healthcare Technology Resource Guide. With 66 country profiles, this is a great way to learn about

new potential markets. [Click here](#) to download the free Resource Guide.

- NAFSA 2015 Booth Space Now Available

Representatives of the US higher education community are invited to join the US Department of Commerce in the expo hall at the 2015 NAFSA Annual Conference and Expo. There are spaces to reserve at both the EducationUSA and Department of Commerce booths. For more information or to register your booth, [click here](#).



- Become a Diplomat for the American Economy, Join the US Commercial Service

Interested in a career in diplomacy and international trade? Become a diplomat for the American economy. The US Commercial Service is looking for dedicated professionals to add to its complement of 250 Foreign Service Officers serving in Embassies and Consulates around the globe. For more information on how to apply, [click here](#).



EVENTS

- Russia Virtual Education Fair

Date: Tuesday, December 16

Registration Deadline: Tuesday, December 9 - Space Limited to First Six Applicants

Cost: \$650

This Virtual Education Fair will introduce your school to education agents all over Russia without the high travel costs. Six participating US schools (chosen on a first come/first served basis) will each be able to conduct 10 minute presentations to no less than 10 of Russia's top agents.

Universities, colleges, private K-12 and ESL programs are invited to apply. [Click here](#) for more information or to register.

- How to Design and Architect Search-Engine Friendly Websites

Date: Wednesday, December 10

Time: 8:30am - 12:00pm

Location: NDTO Conference Room, Fargo, ND

Cost: \$30 for NDTO Members; \$45 for non-members

A search-engine friendly website is a user-friendly and persuasive site. Join the ND Trade Office for this hands-on workshop with direct feedback and exercises to make your website easier to use and easier to find. Learn to effectively promote web content via social media outlets, create content that people want to link to, implement proven techniques and strategies for long-term results, and even more. [Click here](#) for more information and to register.

- Booths Available in US Pavilion at Aero India 2015

Date: February 18-22, 2015

Location: Bangalore, India

Cost: varies starting at \$5,500

Organized by the Indian Ministry of Defense is the largest air show in Asia and has become a



"must attend" for US Companies interested in exporting to India. Individual furnished booth spaces (2m x 2m) are available in the US Pavilion. Pre-screened B2B appointments facilitated by US Embassy Specialists available for an additional \$500. For more information regarding the amenities available to participants, or to register, [click here](#).

- Dominican Republic Trade Mission

Date: March 2-4, 2015

Application Deadline: November 14, 2014

Cost: Approx. \$2,100 plus airfare and hotel

The US represents the Dominican Republic's largest trading partner, where there is extremely high receptivity to US goods & services - 44% of imports into the Dominican Republic are of US origin. This trip includes a full day of one-on-one business appointments with a pre-screened potential buyer, agent, distributor or joint-venture partner, as well as networking events with the US Ambassador and local companies. To read the Dominican Republic Country Commercial Guide, [click here](#). For more information or to register, [click here](#).

- U.S. Pavilion at Americana 2015

Date: March 17-19, 2015

Location: Montreal, Quebec

Cost: \$1,400

Americana 2015 is an International gathering for all environmental professionals. This trade show can help you increase activity in the Canadian resource and energy sectors. Lucrative markets include groundwater and soil remediation equipment, environmental risk/impact assessments, waste and waste water management, and sustainable oil field and mine water management. There will be 10,000 participants from 50 countries gathering to see the latest innovations and technologies in Environmental & Renewable Energy equipment and services, so [register now](#) to take advantage of the US Pavilion. [Click here](#) for more information.

- EducationUSA Fairs in Germany

Date: April 16 & 18, 2015

Location: Hamburg & Heidelberg, Germany

Cost: Varies, starting at \$1,300

Travel to Hamburg and Heidelberg, Germany to recruit your next international students. The U.S. is a favorite among German undergraduate and graduate students interested in international study. At EducationUSA, US Universities will find the interested students are mature, determined, and have good English language skills. For more information or to register, [click here](#).



- Healthcare Trade Mission to Egypt, Jordan, & Israel

Date: May 16 - 21, 2015

Location: Cairo, Egypt; Amman, Jordan; Tel Aviv, Israel

Cost: Varies, starting at \$3,325

Join members of the healthcare equipment, services, and technologies sectors on a business development mission to Egypt, Jordan and Israel. The purpose of the mission is to introduce representatives from the US firms and healthcare related trade associations to promote exports of US



healthcare products and services. Delegates will receive market briefings and participate in customized meetings with prospective partners. For more information or to register, [click here](#).

WEBINARS

- Deepening Your Business Connection with Mexico

Date: Wednesday, November 19

Time: 1:00 pm - 2:00 pm CST

Cost: FREE

This webinar will feature information on the Mexican market and business culture, logistics, an overview of NAFTA and textile/apparel rules of origin, and other important topics. US and Mexican experts will brief you and answer specific questions, learn more about the Mexican market and how to take advantage of business opportunities as well as the duty-free benefits available under NAFTA. [Click here](#) to register.



- Temporarily Moving Goods & Tools Across the Border

Date: Wednesday, November 19

Time: Noon - 1:00 pm CST

Cost: FREE

Do you often bring tools or goods into Canada to complete work or attend trade shows? This webinar addresses the process to move equipment and tools across the Canadian border. Questions covered include: How do I get my capital equipment across the border efficiently and then bring it back to the US at the conclusion of the project? Are there tax implications for sending equipment to/from Canada? What are the import requirements and documentation? Are NAFTA & Certificates of Origin applicable? [Click here](#) to register.



- Canadian Aerospace Business Development Opportunities and the Aeromart Montreal Program

Date: Thursday, November 20

Time: 10:30 am CST

Cost: FREE

This webinar includes a snapshot of the Canadian Aerospace Industry, opportunities for US Companies in Canada, tips on selling to Canada's Aerospace Market and an overview of Aeromart Montreal 2015.

Speakers include Gina Bento - US Consulate Montreal, Aerospace Commercial Specialist and Alain Ngoie - BCI Aerospace. For more information or to register, [click here](#).



- Foreign Exchange Management Webinar for Exporters

Date: Thursday, December 4

Time: 10 - 11 am CST

Cost: \$25

This webinar will cover how fluctuating exchange rates affect your business, cash management for collecting foreign currency payments, protecting your company's bottom line, setting invoice



pricing in foreign currencies, risks and rewards of a strengthening US dollar, case studies of companies who approach foreign payments in various ways (USD or FX, hedging and not) and much more. For more information or to register, [click here](#).

- Handling Duties and Taxes - NAFTA, HST, & Other Considerations

Date: Wednesday, December 10

Time: Noon - 1:00 pm CST

Cost: FREE

This webinar will provide background on NAFTA and identifying duties/taxes that may be applicable on sales. Understanding the 'hidden' costs of doing cross border business can be the key to selling successfully to Canadians. Topics include identifying applicable duties, leveraging NAFTA to obtain preferential duty treatment, and handling provincial and federal taxes (GST, HST, etc). [Click here](#) to register.

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
