



U.S. Commercial Service

World Trade News and Events - January 2015

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LOCAL NEWS

Heather Ranck Appointed to Lead New U.S. Commercial Service Rural Team

Heather Ranck has recently been selected as the Team Leader for the newly formed U.S. Commercial Service Rural Team. This team of Trade Specialists from around the USA will develop programs and assistance specifically designed for rural exporters. Activities are likely to include bringing overseas U.S. Commercial Service staff to meet with rural businesses, supporting trade shows and trade missions with rural company participation and increasing offerings to make exporting as easy as possible for rural companies. All businesses in North Dakota and NW Minnesota will qualify as "rural" under the Team's definition. Heather will continue in her role as Director of the U.S. Commercial Service office in Fargo, North Dakota.

Local Success Story: West Fargo Company's Metal Creations a Hit With Customers



When Gene Schobinger couldn't repair a farmer's cast iron weather vane, he made a new one out of steel. That cut the pattern for SWEN Products Inc., a rapidly growing home and garden décor company that Schobinger launched in his Gardner, N.D. garage in 1998. Read the Fargo Forum article about the growth of this company, including sales to many countries around the world [here](#).

Exporting to Cuba

Ag producers and manufacturers are looking for new Cuba export opportunities following President Barack Obama's announcement last month of his intent to restore diplomatic relations with the island nation 90 miles south of the U.S. border. Read the Fargo Forum story about impacts on the change in Cuba policy for local businesses [here](#). Congressman Kevin Cramer delivered a keynote address at the public launch of the U.S. Agriculture Coalition for Cuba in Washington, D.C. on January 8. The newly formed coalition aims to re-establish Cuba as a market for U.S. food and agriculture exports. Cramer was part of a group of five Representatives and Senators who helped launch the U.S. Agriculture Coalition for Cuba, which includes more than 25 U.S. food and agriculture companies and associations who seek to advance trade relations between the U.S. and Cuba. "Trade ought to be a part of diplomacy," said Cramer in his remarks. Here is a link to the [video](#) of Cramer's address. U.S. Senators Amy Klobchar, John Hoeven, Heidi Heitkamp; and Congressman Collin Peterson have also advocated increased agricultural trade with Cuba.



NATIONAL AND GLOBAL NEWS

Federal Mediation Ok'd for Stalled Port Label Talks

Several of the nation's largest industry groups are expressing relief with the news that a federal mediator will be assigned to referee the stalled labor contract negotiations between the Pacific Maritime Association (PMA) and the International Longshore & Warehouse Union (ILWU). More on this story [here](#).

Renewable Energy and Energy Efficiency (RE3) Business Directory App - Beta

Version

The U.S. Department of State, U.S. Department of Commerce and U.S. Department of Energy are collaborating to develop an interactive mobile app that will promote U.S. renewable energy and energy efficiency companies and the innovative solutions they are implementing around the world. Companies that offer qualified products or services (51% or more U.S. content) are invited to participate in the beta version of the RE3 app by completing an [online survey](#). The deadline to complete the survey which adds your company to the beta version of the app is February 20, 2015.



EVENTS

February 3-5, 2015: Show Time Program at DistribuTECH Conference 2015

Location: San Diego, CA

Registration deadline: space is limited

Fee: none

Registration & information: [Click here](#)

In partnership with DistribuTECH show management PennWell and Power Grid International, the U.S. Commercial Service invites U.S. exhibitors to participate in our Show Time program at the DistribuTECH 2015 Conference & Exhibition. Show Time offers you a unique opportunity to meet one-on-one with U.S. Department of Commerce Energy IT/Smart Grid industry specialists from our overseas U.S. Embassies and Consulates. you will be briefed on individual market opportunities related to the energy IT sector as well as market potential for your products & services. All meetings will last 20 minutes. specialists representing the following countries as well as U.S. Government export promotion counterparts are tentatively scheduled to participate at the DistribuTECH Conference & Exhibition: Austria/Germany, Brazil, Canada, France, Mexico, Netherlands, Russia, Turkey, Ukraine, United Kingdom, US DOC Advocacy Center, U.S. Export-Import Bank, U.S. SBA, U.S. TDA and USAID. Show Time appointments can take place either at your booth or at our International Business Center.



March 17-19, 2015: U.S. Pavilion at AMERICANA 2015 - Montreal, Canada

Information and Registration: [Click here](#)

AMERICANA 2015 will provide an opportunity for U.S. business representatives from the environmental services and technology industry to meet and discuss their interests with Canadian corporations and municipalities. The Pavilion will include a minimum of ten U.S. suppliers of environmental technologies and services representing a wide range of activities. Also, the United States will have increased exposure due to their status as the country of honor, and the coinciding celebration of AMERICANA's 20th anniversary. As natural resource extraction is a prevalent part of the Canadian and Quebec economy, this is a particularly exciting opportunity for U.S. suppliers of environmental services such as groundwater and soil remediation, environmental risk/impact assessments, waste management, environmental



consulting, sustainable oil field and mine water management, regulatory compliance, tailings management and wastewater treatment. There are also many opportunities for firms that offer services and technologies toward municipalities as well. For more information please contact Connie Irrera at connie.irrera@trade.gov

April 2, 2015: Eastern Europe Virtual Education Fair

Time: 8:00am Eastern 7:00am Central 5:00am Pacific

Cost: \$650

Registration deadline: March 26, 2015

The U.S. Department of Commerce's U.S. & Foreign Commercial Service (US&FCS) invites you to join our Eastern Europe Virtual Education Fair, which serves to introduce accredited U.S. colleges and universities with undergraduate, graduate and ESL programs to pre-qualified international student recruitment agencies in Bulgaria and Hungary. Only six participants will be showcased



from those education institutions that express interest. These institutions will present their school to potential student recruitment partners in Bulgaria and Hungary through a live Internet-Conference Call connection from their office or home. Upon receipt of institutional information, the US&FCS will review your academic program offerings, accreditations, etc. to ensure an appropriate match. If selected to participate, we will contact you regarding the required registration and to assist in making payment by credit card. The cost to participate is \$650, which is a fraction of the cost of traveling to either European country to introduce your institution. Once payment is fulfilled, we will send you the conference call and webinar participation information, along with dates and times for the web-based training programs. If you are not chosen to participate, you will be notified with an explanation of why your institution was not chosen. If you are interested in participating, please contact Daniel Gaines at daniel.gaines@trade.gov

April 3, 2015: Matchmaking Event with Student Recruitment Agents - Almaty, Kazakhstan

Registration deadline: March 4, 2015

Cost: \$500

Registration information: Please email Debra.Rogers@trade.gov and Aliya.Shaikhina@trade.gov and we will send you a participation agreement and link for online payment.

The U.S. Commercial Service is organizing an additional opportunity for U.S. colleges and universities exhibiting at the Kazakhstan education fairs on April 4 & 5 to further enhance their student recruitment efforts in Kazakhstan. The U.S. Commercial Service is inviting select Kazakhstani student recruitment agents who would like to represent additional U.S. schools for individual meetings with interested U.S. colleges and universities coming to Almaty for the education fair. The event will take place on the afternoon of Friday, April 3, and will include 4-5 individual meetings with top Kazakhstani student recruitment agents per school and a 30-minute coffee-break for networking .

April 4-5, 2015: U.S. Consulate Education Fairs in Kazakhstan - Almaty & Astana

Registration Deadline: March 13, 2015

Registration: [Click here](#)

Organized by the U.S. Commercial Service and the Public Affairs Office at the U.S. Consulate General, U.S. colleges and universities will have the opportunity to recruit Kazakh students in Almaty and Astana. \$750 registration fee covers a booth at both at fairs. Almaty is the major commercial and cultural center of Kazakhstan, and Astana is the capitol city. Kazakhstan sends over 37,000 self-funded students abroad, and this number has tripled over the past five years. Since August 1, 2013 Kazakhstani citizens are eligible to apply for a 5-year visa to the United States, and U.S. citizens are currently not required to obtain visas for travel to Kazakhstan. For more information, please contact: Debra Rogers, U.S. Commercial Service - Chicago. Debra.Rogers@trade.gov

April 12-17, 2015: DOC-DOE Joint Business Development Mission to China

Application deadline: January 23, 2015

U.S. Secretary of Commerce Penny Pritzker and U.S.

Secretary of Energy Ernest Moniz recently announced that they will lead a Business Development Mission to China in April 2015, focused on industries supporting Smart Cities and Smart Growth. The trade mission will help U.S.

companies launch or increase their business in China in areas such as green buildings, building energy retrofitting, building management, green data centers, carbobn capture utilization and storage, energy efficiency technologies, clean air and water technologies, waste treatment technologies, smart grid and green transportation. For more information and to register [click here](#).



May 16-21, 2015: Healthcare Equipment, Services and Technologies Trade Mission - Egypt, Jordan & Israel

Application deadline: March 13, 2015

Cost: \$3,325 for small or medium-sized enterprise or trade association/organization with fewer than 500 employees, \$4,625 for large firms, \$1,000 for each additional firm representative

Registration and information: [Click here](#)

The USDOC is organizing a business development mission to Egypt, Jordan and Israel, with an optional stop in teh West Bank with the purpose of introducing representatives from U.S. firms and related trade associations to teh region and to promote exports of U.S. healthcare products and services. Mission participants will receive market briefings and participate in customized meetings wth prospective partners. Targeted sectors include maternal and child health needs, medical equipment and supplies, including diagnostic, monitoring and imaging equipment, hospital and outpatient clinic design, hospital management, E-health: healthcare management systems/software/network design, laboratory and scientific equipment, specialty areas such as oncology, cardiology, wound care and plastic surgery, products and services for implementing quality standards and accreditation, robotics and mobile clinics.

June 21-26, 2015: Opportunities in Central America Trade Mission

Registration deadline: April 4, 2015

Cost: \$400 (conference only) - business-to-business rates vary

The United States Department of Commerce, International Trade Administration (ITA) is organizing a trade mission to Central America, in conjunction with the Trade Americas - Opportunities in Central America Conference in Guatemala

June 21-26, 2015. Potential for business-to-business meetings for opportunities in **Costa Rica, El Salvador, Honduras, Guatemala, Belize and Nicaragua**. For more information, please visit the [Trade Mission Website](#). For questions, please contact Jessica Gordon at Jessica.Gordon@trade.gov or (601) 373-0784 or Diego Gattesco at Diego.Gattesco@trade.gov or (304) 243-5493. To register your interest click [here](#).



November 8-14, 2015: Agritechnica 2015 U.S. Pavilion - Hanover, Germany

Cost: varies

Registration deadline: January 30, 2015

Information & Registration: [Click here](#)

Agritechnica is the world's largest trade show for agricultural machinery and services held every two years. More than 450,000 visitors, including over 100,000 from outside Germany, visited the show in 2013, representing 88 different countries. The U.S. Commercial Service can help you participate in this important event in several ways including a full booth in the USA Pavilion, a mini-booth exhibit or our "Show Intel" program. Follow the above link for more information and registration.

WEBINARS

Kazakhstan Education Market

Date: January 22, 2015

Please contact Debra Rogers for information at Debra.Rogers@trade.gov

U.S. Export Control Reform

Date: January 29, 2015

Time: 2:00pm Eastern

Fee: \$35

Registration: [Click here](#)

The U.S. Commercial Service is pleased to host an informative webinar, featuring private sector experts, focusing on how the Export Control Reform Initiative is changing how U.S. exports approach export controls. Recent and Significant changes to U.S. export control regulations present new opportunities for those in the know and pitfalls for the unwary. If you want answers to questions such as, "how do U.S. export controls apply to my business?" or "is a license required for me to export my product?" or "how can I leverage export reforms to maximize my international sales opportunities?", you will want to attend this webinar. The following topics will be addressed: Recent developments in U.S. export control regulatory reform, determining regulatory jurisdiction, classification and licensing

requirements in light of export control reforms, maximizing the use of license exceptions and exemptions and best practices for developing effective export control compliance systems that fit your business. If you have questions, please contact Paul Matino at Paul.Matino@trade.gov (410) 962-4581.

Opportunities in Burma

Date: February 4, 2015

Time: 7:30pm Eastern/ 4:30pm Pacific

Fee: \$25

Registration: <http://go.usa.gov/MrmY>

Discuss business opportunities for U.S. exporters in Burma. Our new Burma office opened in June 2014 and is poised to help exporters explore market opportunities. Join us to learn from the Senior Commercial Officer, other Embassy experts and private sector speakers about the realities of doing business in Burma. You will gain valuable insight into the commercial landscape, market complexities, U.S. Government programs and upcoming trade shows that increase your potential to do business successfully in Burma.

Your U.S. Commercial Service/North Dakota Office

www.export.gov/northdakota



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