



# U.S. Commercial Service

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Newsletter of the US Commercial Service in Fargo, North Dakota

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### LOCAL NEWS

#### North Dakota Breaks Export Records in 2014

North Dakota exported \$5.3 billion in 2014, a 42% increase over 2013 exports of \$3.7 billion and a record high for the state; while U.S. exports increased by 3% to \$1.6 trillion. At 42%, North Dakota had the second highest annual export growth among all 50 U.S. states in 2014. The value of Mineral Fuel and Oil Products surpassed the value for all other North Dakota products combined in 2014, however, most of this is crude oil traveling north briefly into Canada via a pipeline (the oil subsequently flows



back into the USA). For more details on North Dakota's 2014 exports, [click here](#).

### **New Service Available Worldwide to Exporters - Initial Market Check**

Many North Dakota and NW Minnesota exporters are familiar with the Initial Market Check, a service that has been used frequently by the local North Dakota office since 2008. The service has now been launched worldwide after Heather Ranck submitted the idea and it won an agency-wide idea competition. This service can now be ordered in most countries where the U.S. Commercial Service has an office. The Initial Market Check is a service typically costing \$350-\$450, where the U.S. Commercial Service overseas staff reach out to up to 10 potential contacts to present a U.S. company's products, and the overseas staff then prepare a report on the feedback from those contacts. This report can be scaled up into subsequent services, such as the Gold Key Service, so that U.S. companies have a step-by-step way to evaluate and enter a market. For more information or to order an Initial Market Check, please contact [Heather.Ranck@trade.gov](mailto:Heather.Ranck@trade.gov).

### **USA Pavilions at Overseas Ag Shows - Deadlines Approaching**

Many agribusiness companies in this region have found great success with USA Pavilions at overseas agricultural shows. There are 2 upcoming shows in South Africa (Nampo) and Germany (Agritechnica) with impending deadlines. Key details follow:

#### **South Africa: Nampo**

Show dates: May 12-15, 2015

Registration deadline: March 24, 2015

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

#### **Europe : Agritechnica**

Show dates: November 8-14, 2015

Registration deadline: March 24, 2015

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

### **SBA's Emerging Leaders Program Now Available Locally**

The ND District Office of the SBA is now accepting applications for the 2015 Emerging Leaders program in Fargo. This is a high level training program geared for business leaders who are ready to move their businesses into next-stage growth. The course consists of 13 sessions where participants received training on topics that help them create a strategic growth plan, leverage peer relationships and interact with experts who can provide relevant guidance.

The criteria for participants include:

- Have been established for at least three years. (NOT for start-up companies)
  - Have annual revenue between \$400,000 and \$10 million per year
  - Have employees (at least one employee aside from the CEO participant)
  - Be represented by key decision maker who will implement growth plan
  - Must be committed to attending the 13 workshops and completing homework
- If have questions or want more information, please contact Brittany Sickler, the ND Program Manager, at 701-239-5131 ext208 or [brittany.sickler@sba.gov](mailto:brittany.sickler@sba.gov)

## **NATIONAL AND GLOBAL NEWS**

## Global Education Resource Guide

The U.S. Commercial Service Education Team has just released its 2015 Education Resource Guide. It is a reference tool for U.S. educational institutions, featuring country-by-country overviews on top education markets around the world, a helpful Market Reference Chart summarizing key sub-sectors of opportunity in each country and key contacts. For more information and a link to a PDF of this guide [click here](#).



## EVENTS

### Virtual Education Fair with France, Belgium and the UK - March 19

When: Thursday, March 19, 2015 9:00 AM CST

Cost: \$650

Registration Deadline: February 23, 2015

Limited to 6 participants

Contact for registration info: Joan Kanlian [joan.kanlian@trade.gov](mailto:joan.kanlian@trade.gov)

The U.S. Department of Commerce's U.S. Commercial Service invites you to join our Western Europe Virtual Education Fair which will introduce appropriately accredited U.S. community colleges and undergraduate institutions, particularly those offering summer programs, to pre-qualified international student recruitment agencies in France, Belgium and the U.K. This event is not appropriate for English as a Second Language programs.

### U.S. - Angola Trade Mission - March 20-28

Cost: \$10,000 with airfare, \$5,000 without airfare

Registration deadline: February 27, 2015

Registration information can be found [here](#).

The main objectives of the mission are to provide interested U.S. businesses with an opportunity to visit, experience and gain first-hand information about Angola and the many possible trade and investment opportunities this dynamic market holds, as well as to promote U.S. partnerships and investments in Angola's rapidly emerging sectors such as: agriculture, construction, education, financial services, manufacturing and textiles, mining, oil services and transportation.

### AEROMART Montreal - March 30-April 2

AEROMART Montreal is a matchmaking program dedicated to aerospace and defense manufacturing capabilities and services. Affordable packages include a schedule of customized meetings for each company, a shell scheme space for the arranged meetings as well as access to conferences. For more information and link to registration [click here](#).



### Agribusiness Today in Cambridge, MA - April 1-2

Cost: Varies

Registration Deadline: Early bird registration goes through March 1, regular deadline is March 23.

Register [here](#)

Agribusiness in Africa is shifting. Innovative approaches, creative financing structures and new technologies are increasingly necessary in today's business-oriented agricultural sector. On

April 1-2, 2015, The Corporate Council on Africa will host a forum titled Agribusiness Today: Innovation, Investment and Infrastructure, during which panelists will explore how the integration of these ideas is essential to reducing risks, spurring productivity and creating thriving agricultural communities throughout the continent. Discussions will also focus on the lasting impact made possible by aligning finance with sustainable agricultural development. The conference will bring together more than 400 U.S. and African companies, government officials, financial professionals, academic leaders and multilateral institutions to identify opportunities, solidify new deals and network with their fellow decision-makers in Africa's agribusiness sector. For more information [click here](#) or contact Pat Sheikh at 202-835-1115.

### **Safety & Security Catalog Show - April 28-30**

Cost: \$375

Registration deadline: March 13, 2015

Registration information found [here](#).

If you are a U.S. manufacturer or exporter of safety and security products/services, or if you officially represent a U.S. exporter, the Safety & Security Catalog Show is an extremely low-cost, yet effective way for you to evaluate interest in your products or services in the Mexican market. For more information contact April Redmond [april.redmond@trade.gov](mailto:april.redmond@trade.gov).

### **Healthcare Trade Mission to Egypt, Jordan and Israel - May 16-21**

Cost: Varies depending on size of firm

Registration deadline: March 13, 2015

Application found [here](#).

The purpose of this mission is to introduce representatives from U.S. firms and related trade associations to the region and to promote exports of U.S. healthcare products and services. Delegates will receive market briefings and participate in customized meetings with prospective partners. Companies may also participate in a stop in the West Bank city of Ramallah at an additional cost. For more information, [click here](#) to visit our website.



### **National Aerospace Foreign Direct Investment Expo - October 26-28**

Event registration found [here](#).

The expo will be designed to "facilitate business." This FDI event will not be a conference, but a business event to showcase the investment opportunities available to foreign investors in the United States. The Expo will showcase states' prowess in aviation and aerospace as well as their opportunities for investors. Primary attendees will be states (and their economic development organizations), firms seeking foreign investment and foreign investors. Other attendees will include service providers (consultants, legal firms, logistics services, etc.).

For more information visit the [website](#). For general questions and inquiries concerning the program agenda, contact Gen. Bob Mansfield [mansfield@aerostates.org](mailto:mansfield@aerostates.org). For questions concerning sponsorship/exhibit/advertisement contact Mr. Bob Grossman [bob@bgrossman.com](mailto:bob@bgrossman.com). For questions concerning registration, please contact Ms. Lynn Bjostad [lynn@meetingsbypremier.com](mailto:lynn@meetingsbypremier.com)

## **WEBINARS**

### **Opportunities for Brazil and Mexico Student Recruitment - March 3**

When: Tuesday, March 3 12:00pm - 1:00pm EST

Cost: \$30

Register [here](#).

Commercial Service education specialists representing markets in Brazil and Mexico will highlight market characteristics, upcoming recruitment opportunities, recruitment/partnership successes, as well as best practices and strategies for student recruitment. Speakers will be on hand to answer your questions after the presentations. For more information or questions, please contact [Rachel.Duran@trade.gov](mailto:Rachel.Duran@trade.gov).

### **Complimentary ITAR and ECR Best Practices for Aerospace Companies - March 4**

When: Wednesday, March 4 9:00am-10:00am CDT

Register [here](#).

In this complimentary webinar designed for compliance and logistics professionals in the aerospace industry, join our customs clearance, regulatory and compliance specialists as they discuss a variety of topics to help you better understand the current regulatory environment. Key topics will include: current trends and challenges for aerospace companies; Overview of International Traffic in Arms Regulations (ITAR) and Export Control Reform (ECR) recent changes and their impacts; common issues, pain points, best practices and tips; service options from FedEx.

### **Your U.S. Commercial Service/North Dakota Office**

[www.export.gov/northdakota](http://www.export.gov/northdakota)



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



Brittany Edmondson  
Export Assistant  
Ph: 701-239-5033  
Email: [Brittany.Edmondson@trade.gov](mailto:Brittany.Edmondson@trade.gov)