

Upstate New York World Trade News

January 2010

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Onondaga, Oswego, Tioga, and Tompkins
Counties

New Resource: Getting Paid for Exports to China

The U.S. Department of Commerce's China Business Information Center (BIC) has created a new resource for clients doing business in China, called "Getting Paid for Exports to China." It helps exporters recognize the significant differences in the Chinese commercial and banking landscape, and the typical methods of payment for international orders.

To access this resource, go to:
http://www.export.gov/china/exporting_to_china/GettingPaidforExportsChinaNov2009.pdf

Buffalo Events

Buffalo World Trade Association Best Practices for Export Shipping

Thursday, January 21, 2010 5:30 PM
Buffalo Millennium Hotel, 2040 Walden Avenue, Buffalo New York 14225
Cost: No Charge for Members/\$35.00 Guests
To register, email Cherryl.Miller@BWTA.US

----- **World Trade Center Buffalo Niagara 2010 Traders Series: Trading with South America**

Wednesday, February 10, 2010 11:30 AM -1:00 PM
Harry's Harbour Place Grille, 2192 Niagara Street, Buffalo, NY
To register, call WTCBN at 716-852-7160

Rochester Events

International Trade Resource Group Innovation: Multinational Experiences in Milan and Munich

Tuesday, January 26, 2010 11:30am-1:00pm
The Inn on Broadway, 26 Broadway, Rochester, NY
Speaker: Marty Lawlor, RIT Executive MBA Program
Cost: \$25 members/ \$35 Non-members/ \$15 Students
To register: email to irg@rochester.rr.com or call 866-755-9733

----- **International Business Council of Greater Rochester Doing Business with India**

Thursday, February 11, 2010 8:00 AM – 10:00 AM
Nazareth College, Golisano Bldg. Room 122, Rochester, NY
Speakers: Dr. Amar Mehta, Pres., Indi-Genius Consulting Inc.
and USDOC Trade Information Specialist
Cost: \$20/pp members, \$30/pp non-member
To register: email Heidi@greaterrochesterenterprise.com

Save the Date!

Using Your Website to Increase Your International Sales

April 13 – Buffalo, NY
April 14 – Rochester, NY
April 15 – Syracuse, NY

In today's world it is imperative for businesses to have a website strategy for marketing their products and services overseas.

The Buffalo and Rochester Export Assistance Centers, in conjunction with local partners, are hosting a series of breakfast seminars in Buffalo, Rochester, and Syracuse to help local firms learn about the available tools and best practices to more effectively market their products and services both locally and internationally.

The seminars will focus on Web 2.0 and Google Tools for Small Businesses, Search Engine Optimization Strategies, Localization vs. Internationalization of Website Content, International Online Payments Options and Internet Fraud.

Save the date --- more details are coming soon!

New EU Requirement for U.S. Exporters of Machines

As of December 29, 2009 a new Machine Safety Directive (2006/42/EC) became mandatory for machinery exported to the European Union. One of the main changes brought about by this directive is that U.S. exporters of machines will need to identify a person established in the European Union who is authorized to keep the manufacturer's technical file or have quick access to it. This person's name must appear on the declaration of conformity along with the name and address of the manufacturer.

The appointed individual must serve as a point of contact for the authorities in case there are questions about conformity of the machine or about accidents. The person based in Europe could be the importer/distributor, a lawyer, an authorized representative, or any other person. The manufacturer remains responsible for compiling the technical file. The technical file does not have to be physically in the EU but should be rapidly accessible in case of need.

This requirement is an example of the beefed up surveillance and enforcement the EU is putting into effect to back up the CE mark program.

For more information or if you have any questions about how this new directive may affect you, please contact your local USDOC Trade Specialist.

Commercial News USA 2010 Schedule

Commercial News USA is published six times a year. Each issue of the magazine will be open to advertisers from all industry sectors. Special distribution is also planned for key industry trade shows in both the U.S. and around the world. The special section schedule for 2010 is:

March-April

- Franchising
- Green Europe
- Industrial Equipment & Supplies

May-June

- Business Services
- Exporter of the Year
- Safety & Security

July-August

- American Food Showcase
- Consumer Products
- Information & Communications

September-October

- Automotive
- Sports & Recreation

November-December

- Health & Beauty
- Medical Equipment

For more information, go to: <http://www.thinglobal.net>

Export Documentation Training Videos

A number of training videos focusing on export documentation have been made available on-line through the Census Bureau's Foreign Trade Division.

To access these videos, go to:
<http://www.census.gov/foreign-trade/aes/exporttraining/videos/>

Upcoming USDOC Webinars

European Green Industries Market Briefing

Date: January 13, 2010

Time: 11:00 AM

Cost: FREE

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3E>

Retail Markets in Hong Kong and Seoul

Date: January 13, 2010

Time: 7:00 PM

Cost: FREE

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3H>

RepCAN 2010

Date: January 14, 2010

Time: 2:00 PM

Cost: FREE

To register:

<http://www.buyusa.gov/canada/en/repcan2010home.html>

Exporting to Central America - Best Prospects

Date: January 15, 2010

Time: 11:00 AM

Cost: \$45

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q14>

Plastics Markets in Bulgaria, Poland, and Russia

Date: January 19, 2010

Time: 11:00 AM

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3C>

Where in the World are the Best Markets for Your Products

Date: January 20, 2010

Time: 11:00 AM

Cost: \$40

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q35>

New EU Laws on Defense Procurement and Intra-EU Transfers

Date: January 21, 2010

Time: 11:00 AM

Cost: \$50

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3F>

Doing Business in Brazil - Negotiation and Partner Agreements

Date: February 8, 2010

Time: 11:00 AM

Cost: \$45

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q15>

Medical Device Registration in the European Union

Date: February 9, 2010

Cost: \$95

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q2A>