

# Upstate New York World Trade News

U.S. Department of Commerce - U.S. Commercial Service

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Oneida, Onondaga, Oswego, Tioga,  
and Tompkins Counties

October 2009

**YOUR PRIVACY IS IMPORTANT TO US! WE MAKE EVERY EFFORT TO MINIMIZE UNWANTED COMMUNICATIONS FROM OUR OFFICE. IF YOU DO NOT WISH TO RECEIVE SIMILAR INFORMATION. PLEASE CALL OUR OFFICE.**

## EXPORTNOW! TRADE SERIES

Learn how your business can expand and prosper by selling your products around the world. Join the U.S. Department of Commerce, the World Trade Center Buffalo Niagara, and the Upstate New York District Export Council as we present a series of international trade seminars in various cities across Upstate New York. The ExportNow! Trade Series is sponsored by National Grid.

There are a number of resources available to assist small and medium sized companies to export. The ExportNow! Trade Series is designed to provide Upstate NY companies with information on those resources, as well as local examples of successful exporting companies.

Dates, Locations, and Topics:

### **SYRACUSE, NY**

**OCTOBER 14, 2009 8:30 AM - 12:00 PM**

### **ExportNow! to Canada**

**Greater Syracuse Chamber of Commerce, 572 So Salina St., Syracuse, NY 13202**

To register for this event, go to:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q09>

### **OLEAN, NY**

**OCTOBER 28, 2009 12:00 PM - 4:00 PM**

### **Strategic Exporting Seminar**

**Jamestown Community College, CUTCO Bldg., 260 North Union Street, Olean, NY 14760**

To register for this event, go to:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q0A>

## BUFFALO EVENTS

### **World Trade Center Buffalo Niagara**

### **2009 International Business**

### **Distinguished Speaker Series**

**Featuring William Gisel, Pres. & CEO of Rich Products Co.**

Thursday, October 8, 2009 7:30 AM - 9:30 AM

Albright-Knox Art Gallery, Buffalo, NY

Cost: FREE

To register, go to: <http://www.wtcbn.com/education-and-events/calendar/>

### **2009 Traders Series: Trading in Canada**

### **Part Three: Does Your Website Sell?**

November 18, 2009 11:30 AM - 1:00 PM

Harry's Harbour Place Grille, Buffalo, NY

Cost: \$35 WTCBN Members and \$45 for non-members

To register, go to: <http://www.wtcbn.com/education-and-events/2009-traders-series/>

### **Buffalo World Trade Association**

### **U.S. /Canada Tax Treaty**

Thursday, October 15, 2009 5:30 PM

Buffalo Millennium Hotel, 2040 Walden Avenue, Buffalo, NY

Members - No Charge Guests - \$35.00

To register, contact Cheryl Miller at [Cheryl.Miller@BWTA.US](mailto:Cheryl.Miller@BWTA.US).

### **Erie County Industrial Development Agency**

### **The Path to Export Compliance - Part 2**

PART 2 - Tuesday, October 20, 2009 8:30 AM - 11:00 AM

ECIDA Offices, 275 Oak Street, Suite 150, Buffalo, NY

Cost: FREE

To register, contact Jim Trubits at 716-332-0414 or [jtrubits@mohawkglobal.com](mailto:jtrubits@mohawkglobal.com)

## USA-CHINA TRADE & BUSINESS DEVELOPMENT CONFERENCE '09

The Small Business Development Centers in New York State are presenting a US & China Trade and Business Development Conference in Albany on October 20, 2009 and in Buffalo on October 22, 2009. The conference will include presentations on business and trade development from private sector and government officials, as well as matchmaking group sessions between U.S. and Chinese companies. Anyone interested in developing trade and business between the U.S. and China should attend.

Register on-line at:

<http://www.buyusa.gov/buffalo/uschinaconference.html>

## SOUTHERN TIER EVENTS

### **Exporting Seminar**

October 27, 2008 8:00 AM - 12:00 PM

Hilton Garden Inn, Horseheads, NY

Sponsored by the U.S. Department of Commerce and

the Upstate NY District Export Council

Cost: \$35 (includes breakfast)

To register, go to:

<http://www.buyusa.gov/buffalo/exportseminar.html>

## ROCHESTER EVENTS

**International Business Council of Greater Rochester**  
**International Business Breakfast**  
**Trade Solutions for a New Global Economy**  
October 15, 2009 7:30 AM - 9:30 AM  
Rochester Plaza Hotel  
To register, go to <http://www.rochesterbiz.com/IBC>

### **NAFTA Compliance and Rules of Origin**

October 15, 2009 11:30 AM - 2:00 PM  
RIT, Lowenthal Bldg Room 1225-35  
Cost: IBC Members \$35/pp (IBCN), Non-Members \$55/pp  
To register, go to <http://www.rochesterbiz.com/IBC>

### **Fundamentals of Letters of Credit**

October 21, 2009 8:30 AM - 11:00 AM  
Hyatt Regency, Rochester, NY  
Cost: IBC members \$35/pp (IBCL), non-members \$55/pp  
To register, go to <http://www.rochesterbiz.com/IBC>

### **Intellectual Property Rights (IPR)**

October 28, 2009 8:30 AM - 11:30 AM  
Hyatt Regency, Downtown Rochester NY  
Cost: IBC Members \$55/pp, Non-Members \$75/pp  
To register, go to <http://www.rochesterbiz.com/IBC>

## COMMERCIAL NEWS USA: SPECIAL PROMOTIONS FOR ADVERTISING IN THE NOVEMBER-DECEMBER 2009 ISSUE

### **\$500 Discounts for Rural Exporters**

Exporters located in rural areas of the U.S. may be eligible for a \$500 grant on 1/9 or larger size ads in Commercial News USA. Discounted ad rates begin at just \$395. Companies can see if they qualify by using the search box at [www.thinkglobal.us/rural](http://www.thinkglobal.us/rural)

### **Special \$199 Rate for New-To-Export Companies**

Commercial News USA is offering companies that are new to exporting a special opportunity to advertise for just \$199. One ad will reach buyers, distributors, and wholesalers in 176 countries--both in print and online. More information is available online at [www.thinkglobal.us/199](http://www.thinkglobal.us/199)

### **Showcase Section: \$399 Ads**

The USA Product Showcase section of Commercial News USA offers advertisers the opportunity to reach markets worldwide for just \$399. For more information on this program, go online to [www.thinkglobal.us/399](http://www.thinkglobal.us/399)

### **30th Anniversary = 30% Discounts**

Take advantage of the magazine's special 30th Anniversary rates and save 30% on any size display ad or \$100 on your next listing ad (except Showcase and New-To-Export sections). Discount applies to one-time rates only. May not be combined with other discounts. More information on rates is available online at [www.thinkglobal.us/advertiser/rates.php](http://www.thinkglobal.us/advertiser/rates.php)

## AUTOMOTIVE RESOURCE GUIDE

U.S. Commercial Service's Automotive Resource Guide identifies markets where U.S. automotive products or services are most likely to succeed. The Automotive Resource Guide provides U.S. businesses with access to foreign market information and additional resources, to help increase their international sales. This guide can be found in our market research library:

[http://www.buyusainfo.net/docs/x\\_9563397.pdf](http://www.buyusainfo.net/docs/x_9563397.pdf)

## UPCOMING USDOC WEBINARS

### **Export Basics: Cashing with Free Trade Agreements**

Date: October 7, 2009  
Time: 2:00 PM ET  
Cost: \$40  
To register:  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q03>

### **Trade Winds 2010: Doing Business in Brazil-Market Overview and Strategic Opportunities**

Date: October 16, 2009  
Time: 11:00 AM ET  
Cost: \$45  
To register:  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q11>

### **Export Basics: Understanding Export Controls**

Date: October 21, 2009  
Time: 2:00 PM ET  
Cost: \$40  
To register:  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q02>

### **Plastics Markets in the Czech Republic, Hungary, and Turkey**

Date: October 22, 2009  
Time: 11:00 AM ET  
Cost: \$35  
To register:  
[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29848](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29848)

### **Census' Foreign Trade Regulations Webinar Series (1 of 5): Filing Requirements**

Date: October 27, 2009  
Time: 2:00 PM ET  
Cost: \$50  
To register:  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q1H>

### **Census' FTR Webinar Series (2 of 5): Export Commodity Classification**

Date: October 29, 2009  
Time: 2:00 PM ET  
Cost: \$50  
To register:  
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q1G>

## US DEPARTMENT OF COMMERCE'S MEDICAL TRADE MISSION TO INDIA

Join the US Department of Commerce on a Medical Trade Mission to India from March 8-13, 2010. Manufacturers of medical products/equipment, laboratory and diagnostics products, and healthcare service providers are encouraged to apply. The deadline for applications is January 8, 2010.

Details of the trade mission include:

- Pre-travel briefings via webinar
- Meetings with Indian Government officials
- Prescheduled one-on-one meetings with potential partners, distributors, end-users as per your company's objectives
- Networking receptions
- Visits to medical institutions

For more details and to apply please go to:

<http://www.buyusa.gov/healthcare/tmindia.html>