

# Upstate New York World Trade News

February 2010

## Locations:

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Covering Allegany, Cattaraugus,  
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Orleans, and Wyoming Counties

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Covering Chemung, Livingston, Monroe,  
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Covering Broome, Cayuga, Chenango,  
Cortland, Jefferson, Lewis, Madison, Oneida,  
Onondaga, Oswego, Tioga, and Tompkins  
Counties

## Save the Date

### **Export Now! Trade Series – Spring 2010**

March 23, 2010 – Buffalo, NY  
Export Now! Canada:  
Moving People, Moving Product

June 9, 2010 – Dunkirk/Fredonia, NY  
Export Now! To Canada

June 23, 2010 – Niagara County  
Export Now! To Canada

More details on speakers and  
topics coming soon.

## Buffalo Events

### **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

### **Erie County Industrial Development Agency Routed Export Transactions**

Wednesday, February 10, 2010 9:00 AM – 11:00 AM  
ECIDA Office 275 Oak St., Suite 150, Buffalo, NY  
To register, email [jtrubits@mohawkglobal.com](mailto:jtrubits@mohawkglobal.com) or call 716-332-0414

### **Buffalo World Trade Association Hidden Costs in your Global Supply Chain**

Thursday, February 18, 2010 5:30 PM  
Buffalo Millennium Hotel, 2040 Walden Avenue, Buffalo, NY  
Cost: No Charge for Members/\$35.00 Guests  
To register, email [CherryL.Miller@BWTA.US](mailto:CherryL.Miller@BWTA.US)

## Rochester Events

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

Wednesday March 3, 2010 8:00 AM – 10:00 AM  
Nazareth College, Golisano Bldg. Room 122, Rochester, NY  
Speakers: Dr. Amar Mehta, Pres., Indi-Genius Consulting Inc.  
Mr. Erol Yesin, International Trade Specialist, Office of South Asia and Oceania,  
USDOC, and Dr. Abdul Shaikh Director, India Business Center, USDOC  
Cost: \$20/pp members, \$30/pp non-member  
To register: email [Heidi@greaterrochesterenterprise.com](mailto:Heidi@greaterrochesterenterprise.com)

## 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.

For more information on and to register for these events, please go to:  
<http://www.buyusa.gov/buffalo/websitesales.html>

## Asia Pacific Business Outlook Conference 2010

300 participants, 50 sessions, 15 economies,  
2 days, 1 event!

The Asia Pacific Business Outlook Conference will be held at USC in Los Angeles April 19-20 this year. It is an extraordinary opportunity for exporters to make contact with market experts in 15 economies. Speakers will address current intelligence on trade and investment opportunities in each country and you will learn which sectors are rising, who's who, and how to navigate culture, social, and administrative barriers. With over 50 concurrent sessions scheduled, you will be able to tailor your conference to get specific answers for your industry and product. Take advantage of individual, confidential one-on-one meetings with U.S. Department of Commerce Senior Commercial Officers and their executive partners during the program.

Companies that work with the U.S. Department of Commerce get a special "CS rate" of \$575 (\$100 less than the regular conference fee). To qualify for this reduced rate, registrants must include the "DOC2010" code.

For more information or to register, please go to:  
<http://www.buyusa.gov/pacificsouth/apbo.html>.

## Webinar on How to Break into Foreign Military Sales (FMS)

Foreign Military Sales (FMS) represented \$38 billion in new sales opportunities for U.S. companies during 2009. The FMS program allows approved foreign governments and international organizations to enter into contractual agreements with the US Department of Defense to provide defense articles, defense services and defense training. Learn how to tap FMS contracts by hearing directly from the Defense Security Cooperation Agency of the US Department of Defense. You will also benefit from insights provided by the Canadian Embassy's lead defense procurement expert and by U.S. companies that have been successful in winning FMS business worldwide.

Wednesday, February 24, 2010  
Location: Your computer  
Time: 1:30 – 3:00 pm EST  
Company Participation Fee: \$35

Registration is open until Friday, February 19, 2010 at:  
[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=30141](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=30141)

## Baker & McKenzie International Export Webinar Series (Feb - May, 2010)

Baker & McKenzie, one of the largest global law firms in the world, will present four (1.5 hours) webinar programs for companies involved in international trade. With 67 offices in 39 countries, Baker & McKenzie has the "feet on the street" knowledge that will help companies avoid costly mistakes, while building a seamless international strategy. The series is sponsored by the U.S. Department of Commerce to assist U.S. businesses with exporting their products or services.

Cost: \$75 per webinar or \$225 for the series ( 25% Discount! )

Webinar Topics Include:

### Export, Import and Product Compliance

February 9, 2010  
12:00PM EST

For companies that manufacture high-tech hardware. Includes export/import compliance and customs, marking and labeling, sales terms and warranty statements.

### International Distribution Agreements

March 23, 2010  
12:00PM EST

For companies that are building international distribution networks; legal counsels and channel managers are encouraged to attend. Will cover legal and business considerations related to channel models and agreements.

### Foreign Incorporations to Support US Exports

April 20, 2010  
12:00PM EST

For companies considering creating foreign corporations or intercompany agreements. Addresses foreign tax laws and is designed for companies who don't yet have in-house counsel outside of the United States.

### International Labor, Employment, and Immigration

May 18, 2010  
12:00PM EST

For companies about to be involved with international employment contracts, employee handbooks, acquired options and benefits, and more.

For more information and to register for one or more of these webinars, please go to:

<http://www.buyusa.gov/ict/webinarseries.html>

## Increased Coverage and Elimination of Fees on SBA Export Loans

The U.S. Small Business Administration's (SBA) Export Express and Export Working Capital Program (EWCP) loans have been enhanced. The EWCP program provides working capital loans to exporters. The SBA provides participating lenders with a 90% guaranty on loans and lines of credit that will be used for producing goods or services for export. The exporter must have an export order in hand in order to receive EWCP funds. The maximum loan amount is \$2 Million. The up-front guaranty fee on this loan has been waived until February 26, 2010.

To learn more about these programs contact Patrick Hayes at [patrick.hayes@sba.gov](mailto:patrick.hayes@sba.gov) or at 216-522-4731.

## Trade Mission to China and Indonesia

U.S. Department of Commerce Secretary Gary Locke will lead a clean energy business development mission to China and Indonesia, May 15-25, 2010. The mission will promote exports of leading U.S. technologies related to clean energy, energy efficiency, electric energy storage, transmission, and distribution. This mission includes stops in Hong Kong; Shanghai and Beijing, China; and Jakarta, Indonesia.

For more information on this mission, including the mission statement and goals, quick facts, and mission participation requirements, please go to:

<http://www.trade.gov/cleanenergymission/>

## International Buyer Program

Your chances of finding the right international business partner greatly increases at a trade show that is part of the U.S. Department of Commerce's International Buyer Program (IBP). You will not only meet more buyers, representatives and distributors, but your products and services will also be listed in an Export Interest Directory and distributed to all international visitors at the show.

Other benefits of the IBP include:

- Access to hundreds of current international trade leads in your industry
- Hands-on export counseling, marketing analysis, and matchmaking services by country and industry experts from the U.S. Commercial Service
- Use of an on-site International Business Center, where your company can meet privately with prospective international buyers, prospective sales representatives, and business partners.

Below is the list of trade shows that are part of the 2010 IBP:

- **World of Concrete** - Feb 2010 - Las Vegas, NV
- **American International Toy Fair** - Feb 2010 - NYC, NY
- **MAGIC Marketplace Winter** - Feb 2010 - Las Vegas, NV
- **Graphics of the Americas (GOA)** - Feb 2010 - Miami, FL
- **Int'l Hospitality Week** - March 2010 - Las Vegas, NV
- **Int'l Home and Housewares** - March 2010 - Chicago, IL
- **CTIA Wireless** - March 2010 - Las Vegas, NV
- **IPC APEX EXPO** - April 2010 - Las Vegas, NV
- **International Franchise Expo** - April 2010 - Washington, D.C.
- **Nat'l Association of Broadcasters Show (NAB)**- April 2010 - Las Vegas, NV
- **High Point Market Spring** - April 2010 - High Point, NC
- **The Offshore Technology Conference (OTC)** - May 2010 - Houston, TX
- **Nat'l Hardware Show & Lawn and Garden World** - May 2010 - Las Vegas, NV
- **Waste Expo** - May 2010 - Atlanta, GA
- **Electric Power** - May 2010 - Baltimore, MD
- **Textile & Sewn Products Industry** - May 2010 - Atlanta, GA
- **Nat'l Restaurant & Hotel Show** - May 2010 - Chicago, IL
- **Premiere Orlando** - June 2010 - Orlando, FL
- **InfoComm** - June 2010 - Las Vegas, NV
- **American Assoc. for Clinical Chemistry** - July 2010 - Anaheim, CA
- **FIME Int'l Medical Expo** - Aug 2010 - Miami, FL
- **Int'l Woodworking Machinery & Furniture Supply Fair** - Aug 2010 - Atlanta, GA
- **Int'l Baking Industry Exposition (IBIE)** - Sept 2010 - Las Vegas, NV
- **Graph Expo** - Oct 2010 - Chicago, IL
- **ADA's 151st Annual Session and World Marketplace** - Oct 2010 - Orlando, FL
- **PACKEXPO International** - Oct 2010 - Chicago, IL
- **The AAPEX/SEMA Show: Automotive Aftermarket Industry Week** - Nov 2010 - Las Vegas, NV
- **American Film Market** - Nov 2010 - Santa Monica, CA
- **Greater NY Dental Meeting** - Dec 2010 - NYC, NY
- **PowerGen** - Dec 2010 - Orlando, FL

For more information on the IBP services available at any of the above shows, contact your local Trade Specialist.

## Upcoming USDOC Webinars

### Documentation Deficiency

Date: Feb 3, 2010

Cost: \$40

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q36>

### Doing Business in Brazil: Negotiation and Partner Agreements

Date: Feb 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: Feb 9, 2010

Cost: \$95

To register:

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

### International Export, Import and Product Compliance

Date: Feb 9, 2010

Time: 12:00 PM

Cost: \$75

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q3R>

### How to Identify International Markets for Your Products and Services

Date: Feb 10, 2010

Time: 2:00 PM

Cost: \$40

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q4D>

### A Basic Guide to Exporting: How to Find Harmonized Codes, Duties and Taxes

Date: Feb 17, 2010

Time: 2:00 PM

Cost: \$40

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q4E>

### Afraid You Won't Get Paid for an International Sale?

Date: Feb 17, 2010

Time: 11:00 PM

Cost: \$40

To register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=0Q37>

## Export Controls Seminar Featuring BIS and DDTC

The USDOC's Export Assistance Center in New Hampshire is presenting an in-depth seminar featuring speakers from the U.S. Department of Commerce's Bureau of Industry and Security (BIS) and the U.S. Department of State's Directorate of Defense Trade Controls (DDTC) on April 20-22, 2010 in Portsmouth, NH.

Participants can attend the two-day BIS seminar, the one-day DDTC seminar, or the full three-day event.

For more information, please go to:

<http://www.buyusa.gov/newhampshire/bis.html>