

U.S. Commercial Service presents:

'ExporTech - Doing Business in the Americas'

Are you looking to grow your company by entering international markets? Are you hoping to expand your business in Latin America?

The [U.S. Commercial Service](http://www.buyusa.gov) in conjunction with the [Manufacturing Extension Partnership](http://www.buyusa.gov) is pleased to announce *'ExporTech - Doing Business in the Americas'* business forum to be held on **December 3-4, 2009** in *Atlantic City, New Jersey*. Visit our website at:

<http://www.buyusa.gov/trenton/expotech.html>

ExpoTech – 'Doing Business in the Americas' is a two-day, intensive education program designed to jump start your export growth in Latin America and other foreign markets. Through a combination of expert speakers, and small group discussions – combined with real world company research on what separates the most successful exporters from the rest – this program will help you answer key strategic questions about how to grow your business in Latin America and other international markets.

Topics to be covered include:

- *Free Trade Agreements: Compliance and Specific Market Advantages for Exporters
- *Business Outlook and Market Opportunities in The Americas
- *Agent, Representative, Partner: Practical approaches for market entry
- *Legal aspects of business in The Americas (contracts, export controls, IPR)
- *Financing exports to the region
- *Nuances of Cultural/Language Differences
- *Getting my product/service to the market - logistics, customs issues, duties, taxes

Cost to participate: \$295.00 per person For more information and to register, please visit our website: <http://www.buyusa.gov/trenton/expotech.html>

Questions: Contact Debora Sykes at 856-722-1032 (debora.sykes@mail.doc.gov)

Michael Manning at 856-722-0958 (michael.manning@mail.doc.gov)

Kathleen Pippen at 609-989-2100 (kathleen.pippen@mail.doc.gov)



Kutztown University Small Business Development Center

Expanding Your Sales From Exporting *-an interactive series of four workshops*

The goal of these workshops is to educate and inform businesses as to how to increase sales by exporting their products or services to other countries. Each workshop will have an abbreviated "Cliff Note" version Webinar for those unable to attend the workshops during the lunch hour.

Live workshops are held at:

3211 North Front Street
Harrisburg, PA 17110

Webinars are delivered online
via the KU SBDC Tech Studio*

\$45 per live workshop session

\$100 for entire four part series

\$20 per webinar



This workshop series is co-sponsored by:



HARRISBURG REGIONAL
CHAMBER & EDC



SBDC Small Business Development Center
Kutztown University of Pennsylvania

Session 1—October 7, 2009—9-11:30 a.m. Webinar 12-1 p.m.

SUCCESSFUL LAUNCH

9-9:10—Introductions

9:10-9:15—Session Objectives

9:15-9:30—Why Consider Exporting

9:30-10:00—Preparing to Export - Sources of research, trade flows, tariffs and competitive information.

10-10:10—BREAK

10:10-10:45—Critical elements of export finance

10:45-11:15—Distribution & logistics - the basics of moving your products

11:15-11:30—Export Market Plan and Final Comments

Session 2—October 21, 2009—8-11:00 a.m. Webinar 12-1 p.m.

FINANCING TRADE & GETTING PAID

8:00-8:10—Introductions

8:10-9:00—Guest Speaker on Trade Finance

9:00-9:45—Payment Terms & Getting Paid - letters of credit and export insurance

9:45-10:00—BREAK

10:00-10:30—Working Capital - SBA & US Eximbank Programs—how to use them & how to apply

10:30-11:00—2 case studies

Session 3—October 28, 2009—9-11:30 a.m. Webinar 12-1 p.m.

BREAK OUT SESSIONS—FOCUS ON YOUR EXPORT QUESTIONS

9:00-10:30—**Group A**—Panel to discuss finance, logistics and marketing plan

10:30-10:45—BREAK

10:45-11:30—Distributor/Agent Agreements

9:00-10:30—**Group B**—Exporters Panel-What works and what doesn't in trade

10:30-10:45—BREAK

10:45-11:30—Patents & Trademarks - questions & concerns in exporting

Session 4—November 4, 2009—9-11:30 a.m. Webinar 12-1 p.m.

THE LAUNCH

9-9:10—Introductions

9:10-9:45—Product Movement—Role of the Freight Forwarder

9:45-10:20—Cross-cultural communications & negotiations

10:20-10:30—BREAK

10:30-11:00—Trade Shows - Relevance & How to Choose

11:00-11:30—PA Trade Services

[Click here to register at www.kutztownsbdc.org](http://www.kutztownsbdc.org)

*Kutztown SBDC Webinars

The Webinars in this series are intended for individuals that are unable to attend the live morning sessions. The webinars use WebEx web-conferencing technology. Webinars are delivered via the Internet to your computer. Participants will need a simultaneous phone and Internet connection. A small software download is required.

All programs are offered in Partnership with the U.S. Small Business Administration. The Kutztown University Small Business Development Center is partially funded under SBA 2003 Cooperative Agreement No. 3-603001-Z-0040-23 by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the cosponsor(s) or participant's opinions, findings, conclusions, recommendations, products, or services. All SBDC programs and services are provided on a non-discriminatory basis and open to the public. During the course of your engagement with us, Kutztown SBDC staff may make referrals or introduce you to other business service providers during our learning programs or consulting engagement. However, Kutztown SBDC does not endorse any of our sponsors, instructors or referrals made by our staff. We strongly encourage you to carefully evaluate and check references on any sponsors, instructor, or individual referrals before entering into any agreement. The Commonwealth of Pennsylvania also is a cosponsor of these programs. Government-related workshops also are supported by Defense Economic Transition Assistance Contract SBAHQ-02 -C-0030. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Please contact Peter Hornberger at the Kutztown University



News Release

PRESS OFFICE

Release Date: October 1, 2009	Contact: Hayley Matz (202) 205-6948
Release Number: 09-67	Internet Address: http://www.sba.gov/news

Recovery Act Changes to SBA Loan Programs Sparked Major Mid-Year Turn-Around in Volume

September loan volume highest since August 2007

WASHINGTON – Changes under the American Recovery and Reinvestment Act to U.S. Small Business Administration loan programs led to a rebound in SBA-backed loans for small businesses and greater access to much-needed capital.

Since the Recovery Act was signed on Feb. 17, SBA has supported more than \$11.3 billion in lending to small businesses through its two largest loan programs and seen its average weekly dollar volume increase by more than 60 percent in comparison to the weeks before the Recovery Act. Additionally, the average number of loans approved per week has increased by more than 50 percent. The dollar volume for September 2009 (\$1.9 million) was the highest single-month total since August 2007.

“These numbers, along with our conversations with lenders and small business owners around the country, show that the Recovery Act hit the mark,” SBA Administrator Karen Mills said. “The Recovery Act was critical to unlocking the market and as a result we’ve helped put billions of dollars of much needed capital in the hands of small business owners during this tough economic time, and brought more than 1,200 lenders back into SBA’s loan programs. With half the nation’s workforce either working for or owning a small business, these dollars played a critical role in driving economic recovery across the country.”

As a result of the credit crunch, SBA lending saw a significant decline in the fall of 2008 and early 2009. For the seven weeks prior to the Recovery Act being signed, SBA’s average weekly dollar volume was \$165 million. The average weekly average since the Recovery Act was

signed, through Sept. 25, was \$275 million.

Mills cited Recovery Act provisions that reduced fees on SBA loans and raised SBA guarantees to 90 percent, as well as actions that reinvigorated the secondary markets for SBA-guaranteed loans as especially helpful in improving access to SBA-backed credit.

Overall, SBA loan approvals for the fiscal year amounted to a combined 50,829 loans (preliminary number) worth \$13.1 billion under the 7(a) and 504 loan programs. The comparable figures for fiscal year 2008, which ended just as the nation's economy entered the financial crisis, were 78,317 and \$17.96 billion.

The dollar volume totals for SBA loans in fiscal year 2009, which ended Sept. 30, do not include loans made under the agency's ARC, (America's Recovery Capital) loan program. Launched on June 15, the agency has approved 2,715 ARC loans worth more than \$88 million as of September 29. Thus far, nearly 740 lenders have made ARC loans, and the number of participating lenders is increasing by an average of about 50 per week.

For more information about these and other SBA programs, visit the SBA Web site at www.sba.gov, or contact your local SBA field office. You can find contact information for your local SBA office at <http://www.sba.gov/localresources/index.html>.

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The "*Accessing to Capital in today's economy*" panel combines a unique blend of professionals with extensive experience in the areas of business bank lending, private, venture/angel investments and government lending for small business. Panelists will present available sources and ways to build capacity to position a small business to secure capital for expansion. We also ask that each panelist provide a minimum of two questions that they would like to address.

Date: Thursday, October 22, 2009

Time: 8:00am – 4:00pm

Marriot Newark Liberty International Airport Hotel

"Accessing Capital in today's economy" (9:00 - 9:45am)

Over 22,000 Latina entrepreneurs and professionals have benefited from participating in this exciting and informative one-day business program since it first launched in 1998. The program has been recognized by the Small Business Administration as the most effective program reaching this audience.

This year our event chair is an outstanding Latina Leader in the state of New Jersey, Mrs. Esperanza Porrás-Field, President and CEO of HopeSeasons LLC, Inc. Mrs. Porrás-Field is the founder and first President of the Morris County Hispanic-American Chamber of Commerce and has been instrumental in the founding and development of many other Chambers of Commerce. She is the executive producer and host of the award winning Television Show "Mi Casa Es Su Casa".

Thank you for your time and consideration. Should you have any questions or concerns, please do not hesitate to contact me or Tania Einhorn: tania@latinastyle.com or 703-312-0904.

We look forward to working with you and SBA again this year!

Sincerely,

Robert E. Bard

SBA PRESS OFFICE

Release Date: October 9, 2009

Contact: D&B – Ana Cano, (212) 367-6920, Ana.Cano@eurorscg.com

Release Number: 09-70

SBA – Cecelia Taylor, (202) 401-3059, Cecelia.Taylor@sba.gov

SBA, Dun & Bradstreet Present

Innovate and Thrive: A New Way to Lead Your Business

Interactive Webinar Helps Small Businesses Improve Their Competitive Edge

WASHINGTON – The U.S. Small Business Administration (SBA) and Dun & Bradstreet (D&B) will present a 30-minute, interactive webinar on how small businesses can succeed through innovation Oct. 14, 2009 at 1:00 p.m. (ET). This unique opportunity is free and open to all small businesses.

During the webinar, small business owners and business experts will discuss how to innovate in a live interactive session utilizing videos, online polling and a Q&A session. Several small businesses included in the webinar demonstrate how using innovative ideas have helped them to

thrive. They are:

The Thunder Show of Springfield, N.J., – See how a young wine retailer is using YouTube and other social networks to reach 20-somethings

Bike Arc of Palo Alto, Calif. – Learn how a bicycle owner created a new product line by rethinking how and where to park your bike

To-Go-Ware of Berkeley, Calif – See how one woman’s start-up encourages people to reduce their “forkprint” by buying reusable containers and utensils

SBA Administrator Karen G. Mills is featured in the webinar along with savvy business experts, including Stephen Key, an inventor and founder of inventRight.com, and Steve King, founder of Emergent Research and author of a major study on small business. Discussion will focus on:

How to recognize innovation when it occurs in your business;

The habits of highly successful business owners;

New tools to help you stimulate innovation; and

How to improve your competitive position in the coming decade.

“Small businesses are the key driver of our nation’s economy and innovation that will create jobs and strengthen our competitiveness in the global market,” Mills said. “This type of best practice sharing and discussion is another part of SBA’s commitment to making sure small businesses have the tools they need to succeed.”

Dun & Bradstreet works closely with small businesses to help them establish, manage and grow their businesses and stay informed with relevant topics. “Innovation is clearly a key driver of growth and enables small businesses to compete in today’s environment,” said Steve Alesio, Chairman & CEO, D&B.

Small businesses can register for the webinar by going to D&B’s Small Business Portal at <https://dnb.webex.com/dnb/onstage/g.php?t=a&d=713748772>.

Dun & Bradstreet (D&B) is a leading business information provider that offers database services that allows business principals to review and update their company information. D&B has a dedicated portal – <http://eupdate.dnb.com> – for small business owners.

The U.S. Small Business Administration, the nation's largest financial backer of small businesses, helps business owners start, run, and grow their businesses, and provides a range of financial, technical, and management assistance. For more on SBA’s programs and services visit www.sba.gov

SBA’s participation in this cosponsorship does not constitute an express or implied endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs, services and cosponsored activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested in advance. Please contact Trenice Taylor if required at

TaylorT2@dnb.com, (973) 921-5977. Cosponsorship Authorization #06-7630-58.



**You are cordially invited to attend a
Networking Event on**

**Thursday, October 29, 2009 at
C.F. MARTIN & CO., INC. (MARTIN GUITAR)**

**510 Sycamore Street, Nazareth, PA 18064
From 5:00-7:30 p.m.**

**Program will include a Presentation by Martin Guitar
and Lots of Networking!**

**Cost: \$35/person -- \$15/full-time students
(mail to address below or pay at door)
Checks should be payable to "World Trade Club of Lehigh Valley."**

**RSVP no later than October 22, 2009: via e-mail to
dlahouchuc@yahoo.com or by mail to World Trade Club,
P.O. Box 219, Center Valley, PA 18034-0219.**

**Hors d'oeuvres and beverages will be served.
PRE-REGISTRATION IS REQUIRED. SPACE IS LIMITED.**

Contact: Timothy D. Charlesworth, President

610-797-9000 x322
tcharles@fblaw.com

Donna Hemingway-Lahouchuc, Secretary
dlahouchuc@yahoo.com



World Trade Center

CENTRAL PENNSYLVANIA

November 12 ITAR Seminar

Date: November 12,
2009

Time: 8:30 a.m. - 4:00
p.m.

Cost: \$95 WTC
Members
\$130 Non-Members

*Group discounts are
available*

Location: Holiday Inn
New Cumberland
I-83 & PA Turnpike Exit
242

*Please RSVP by
November 6*

[Register by calling
\(717\) 843-1090 or visit
our website](#)

[Download the ITAR
Seminar Flyer](#)

This seminar will provide an in-depth overview of the information exporters need to know to comply with U.S. export control requirements for munitions items / defense articles as set forth by the International Traffic in Arms Regulations (ITAR).

Topics Include:

- Definition of export under ITAR
- ITAR export procedures
- Registration with DDTC
- Commodity Jurisdiction Requests
- Technical data exports
- Exports of defense services
- Foreign national persons
- ITAR enforcement
- Voluntary disclosures
- Case examples

Presenters:

Mark Sullivan, Senior Associate, International Law Group, Dilworth Paxson LLP - Philadelphia Office

Louis Rothberg, Of Counsel, International Law Group, Dilworth Paxson LLP- Washington DC Office

Mr. Sullivan and Mr. Rothberg specialize in the areas of export compliance law, international trade law, customs law, and international taxation. They advise U.S. and foreign clients on U.S. export control laws and regulations, including the International Traffic in Arms Regulations, the Export Administration Regulations, the Foreign Asset Control Regulations, Anti-Boycott Regulations, and the Census Regulations.

Tina Weyant
World Trade Center of Central PA

email: tina@wtcentralpa.org

phone: 717-843-1090

web:

<http://www.wtcentralpa.org>



Export Newsflash

October 2009

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Dubai

January 25-28

Saudi Arabia Medical Trade Mission

Market of the Month: Russia

Did you know that US exports to Russia doubled between 2002 and 2006, reaching \$4.7 billion? As a fast developing market, Russia presents opportunities for many products and services. An emerging middle class with disposable income is fueling demand for automotive products, household goods, financial services, retail products and a healthcare system; a major construction boom is creating a need for equipment and materials; franchise businesses are growing in both the food and non-food sectors; opportunities for services and equipment for infrastructure upgrades in power generation and telecommunications are growing; and high energy prices are driving demand for oil and gas field equipment and services.

There will also be numerous opportunities for companies with the 2014 Olympic winter games which will be held in Sochi, Russia. This is the first time for Russia to host the winter games. Sochi has a population of 400,000 people and is situated in Krasnodar, which is the third largest region in Russia.

For more information on exporting to Russia, please contact Noelle Long via email at nlong@seda-cog.org or by phone at 570-524-4491.

Source: U.S. Commercial Service

Creating an Export Management Compliance Program

SEDA-COG Export Development Program, in cooperation with Allocca Enterprises, Inc., are hosting a full-day seminar "Creating an Export Management Compliance Program."

Wednesday, October 14, 2009
8:30 a.m. - 4:30 p.m.

Comfort Suites
132 Village Drive

Saudi Arabia
January 30-31

Australia & New Zealand Trade
Mission
Australia & New Zealand
March 1-9

[Foodex Japan](#)
Japan
March 2-5

[Chile Expomin](#)
Chile
April 15-18

[bauma 2010](#)
Munich, Germany
April 19-25, 2010

For additional event listings, visit our
[Trade Events Calendar](#).

Trade Trivia

Pennsylvania's forest products account for nearly how much of the state's exports?

Look in next month's newflash for the answer.

Last month's question...
Pennsylvania ranks what among the 50 United States in the production of export grade hardwood?

Answer: Number One

Source: [PA Department of Agriculture](#)

Free Monthly Webinar Program

Dilworth Paxson LLP's International Law Group is pleased to announce the start of its Monthly Webinar Program.

"Country Sanctions Programs (Cuba, Iran, etc.)" - Thursday, October 29, 2009

"Agency & Distribution Agreements" - Thursday, November 19, 2009

State College, PA 16803

Topics Include:

- What is an Export Management Compliance Program (EMCP) and why should I have one?
- Specific tools to help you with each element of an EMCP
- Identify vulnerabilities in your order processing system
- Specific strategies to use when implementing an EMCP

Cost is \$395/person if you pre-register by October 6. After October 6, cost is \$450/person. Cost includes breakfast and lunch.

[View the flyer](#) or [register online](#).

For more information, contact us at 570.524.4491 or by email at export@seda-cog.org.

NAFTA Smart Seminar

Canada and Mexico are the #1 & #2 Export Destinations for PA Goods and Services- Where Do They Rank with Your Business?

The U.S. Commercial Service, PNC Bank, and FedEx have teamed together to bring you a unique program on Export Opportunities in Canada and Mexico. In 2008 PA exports to Canada and Mexico totaled over \$12.7 billion!

Mark Your Calendars for Tuesday, October 20th, 2009 to spend the morning in Pittsburgh! This half day event will feature Commercial Service Officers from Ottawa and Mexico City, along with others from PNC Bank and FedEx, to provide you with essential information on increasing or beginning to do business within the NAFTA Free Trade Zone!

One-on-one meetings with Commercial Officers & Industry Trade Specialists will be available on a first come, first serve basis in the afternoon of October 20th. Register early to ensure your appointment! You can register online at:

<http://guest.cvent.com/i.aspx?4W,M3,b40c963e-9f16-4174-95bc-611b6ddc1b1b>.

For more information, visit the website at https://www.buyusa.gov/pittsburgh/nafta_smart.html or contact Erin McBride at 412-644-2800 or by email at Erin.McBride@mail.doc.gov.

AES Filers May No Longer Use Social Security Numbers

The U.S. Census Bureau recently announced that effective September 4, 2009 the [Automated Export System \(AES\)](#) will eliminate the usage of Social Security numbers. In an effort to ease the transition for users, there will be a 90-day period to allow businesses to adapt to this new regulation. December 3, 2009 will be the end of this transition period; AES will no

All scheduled webinars will begin at 1:00 p.m. and end at 2:30 p.m. and are FREE OF CHARGE!

To register, email your name and title, company name, telephone number, and e-mail address to Katie Moscony at kmoscony@dilworthlaw.com.

If you have any questions or any suggestions for future programs, contact the [Export Development Staff](#) or Katie Moscony at kmoscony@dilworthlaw.com.

longer accept social security numbers of AES users.

There are two main options for AES filers currently using their SSN:

One option would be for U.S. Principal Parties of Interest to provide an Employer Identification Number (EIN). To learn how to request an EIN, please visit the Internal Revenue Service web site at <http://www.irs.gov/businesses/small/article/0,,id=97860,00.html>

A second option available is the usage of a Dun and Bradstreet Number (DUNS). To learn how to apply for a DUNS, please visit the Dun and Bradstreet website at <http://www.dnb.com/us/>

Legislation Provides Opportunity for Lower Duties

Legislation is periodically introduced in Congress to temporarily reduce or suspend duties that are imposed on certain products that are imported into the United States. This legislation, which is normally wrapped into a "miscellaneous" tariff and duty suspension bill, can save U.S. manufacturers significant sums by reducing the cost of imported products that generally cannot be obtained domestically.

[Click here](#) to read more information about the miscellaneous tariff bill to be considered and how you can voice your opinion.

Port of Philadelphia Welcomes Direct Container Cargo from Europe

The Philadelphia Regional Port Authority and Holt Logistics Corp. announced formal completion of the plan to welcome Mediterranean Shipping Co. S.A. of Geneva, Switzerland's direct container service, to the Port of Philadelphia. Beginning in October, MSC will make weekly calls into the Commonwealth of Pennsylvania's Packer Avenue Marine Terminal. The new European service will help support hundreds of family sustaining jobs in the region.

"The Port of Philadelphia continues to be a major economic engine for the commonwealth, and we welcome this new service from Europe," said Governor Edward G. Rendell. "Commitments from shipping giants like MSC go a long way in helping the entire Philadelphia region withstand the global economic downturn and support existing jobs."

MSC, the second-largest container ship operator in the world, committed to the new cargo in addition to the shipments that it already brings to the Port of Philadelphia from the west coast of South America.

"This new service is great news for our Port and the entire region. We are very excited about MSC's decision to expand its presence in Philadelphia," said Thomas J. Holt, Jr., President of the leasehold company which leases the Packer Avenue Marine Terminal under a long-term lease with the Philadelphia Regional Port Authority. "Shippers have expressed a lot of interest in having direct European service with the Port of Philadelphia. MSC is a leader in the field and continues to grow, even in the down economy."

The agreement, which helped attract the new service, was approved by both the Philadelphia Regional Port Authority (PRPA) and the Commonwealth earlier this month. MSC's Board of Directors formally approved the plan.

"MSC is thriving in a tough economy, and this weekly service will serve as a gateway to new shipments through PRPA terminals as they continue to grow their business," said John H. Estey, Chairman of the Philadelphia Regional Port Authority. "The efficient and hard working team at the Packer Avenue Marine Terminal helps to attract shippers, and keep them. We are looking forward to a long relationship with MSC that will grow over the years."

"This announcement would not have been possible without the tremendous leadership of Governor Rendell and the PRPA," Holt said. "They recognized this opportunity and moved decisively to help attract this business to Philadelphia."

MSC's service arrival is particularly vital during the global recession. At the Philadelphia terminal, total cargo was down through June 30 from 2 million tons to 1.7 million tons, a decline of 15 percent. The Port remains a backbone of both the Philadelphia and regional economy, and the new service could potentially erase the current cargo deficit by end of the year.

Source: [Philadelphia Regional Port Authority](#)

For more information on any of the events or articles featured in the Export Newsflash, feel free to call, drop us an email, or visit our website.

570.524.4491

export@seda-cog.org

www.seda-cog.org/export