



## **AEROSPACE AND DEFENSE TRADE EVENTS**

Members of the Commercial Service are continually putting together events either in the United States or overseas in order to help U.S. companies expand their global markets. Whether it is an industry specific trade mission or it is a country specific trade day, these events are designed to help you grow in the global marketplace. As events that are relevant to the Aerospace and Defense industry arise they will be listed below. Also, any events organized outside of the Department of Commerce that are certified by the Department will also be included.

## **AEROSPACE EXECUTIVE SERVICE**

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### **AFRICA AEROSPACE AND DEFENSE 2014**

**Dates:** September 16-29, 2014

**Location:** Waterkloof Air Force Base, 45 minutes outside of Pretoria, South Africa

**Cost:** \$4500, one company rep; \$700 each additional company representative

**More details and registration:** Visit <http://export.gov/industry/aerospace/aad2014/index.asp> for more information and to pre-register.

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Find representation, buyers and gain high level visibility at Africa Aerospace and Defense Air (AAD) Show in South Africa September 16-19, 2014. This leading regional show draws government and commercial buyers from throughout Africa and is already 90% sold out. Major market opportunities for U.S. companies include maritime and land surveillance, border management technologies, defense equipment and components, commercial and general aviation, and defense electronics and communications. The Aerospace Executive Service (AES) offered by the U.S. Commercial Service provides significant value-add for U.S. companies including exhibitor space at AAD, high level visibility, and pre-qualified business and government meetings all at an affordable cost.

## **UPCOMING WEBINARS**

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### **EXPORT CONTROLS AT TRADE SHOWS: WHAT YOUR COMPANY NEEDS TO KNOW! A PRE-FARNBOROUGH AIRSHOW WEBINAR.**

**Date:** Tuesday, May 13, 2014

**Time:** 11:00am Eastern

**Cost:** Free, thanks to [Kallman Worldwide](#)

**Registration:** <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q6M>

The Farnborough International Airshow (FIA) offers numerous opportunities for the aerospace and defense industry. Hosted biennially, FIA has long been considered one of the world's leading aerospace events and core to many aerospace companies' sales and marketing strategy. The 2012 event saw over 1500 exhibitors attend from 39 countries, 153 aircraft taking parting in both static and flying displays and orders and commitments to the tune of US\$72billion. With over 100,000 visitors attending across the five trade days, FIA has consistently proved itself to be a must-attend core industry

event. **To take advantage of this opportunity, it is imperative that your company understands U.S. export control laws and how to develop your business at the show.**

This Webinar will provide an in-depth review of the United States trade regulations that the experienced and first time attendees to the upcoming Farnborough Airshow must navigate prior to and while marketing their products during the airshow. This webinar will provide a review of the US Regulations and how these regulations apply during the critical marketing aspect of a company's sales cycle. The review will also include updates to the regulations due to recent and ongoing US Export reform, the Foreign Corrupt Practices Act and US Trade Embargoes. Topics include:

- A brief introduction to US Export Regulations
- Deemed Exports
- Controlled Items and activities
- Brokering issues
- License Issues
- OFAC Regulations
- Updates on current embargoes



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## DEFENSE OPPORTUNITIES IN ASIA, THE MIDDLE EAST AND EUROPE

**Dates:** Asia May 20, 2014  
Middle East May 21, 2014  
Europe June 3, 2014

**Time:** 11 a.m. – 12 p.m. EST

**Cost:** \$50 for each webinar

**Registration:** Asia: [Register Here](#)  
Middle East: [Register Here](#)  
Europe: [Register Here](#)

**To register for the entire 3-part series: [Register Here](#)**

Asia, the Middle East, and Europe offer numerous opportunities for the defense industry. **Asian** defense spending is expected to exceed \$110 billion in upcoming years. Moreover, Japan, India, South Korea, Australia and other major players are expected to invest roughly \$380 billion in the next five years. In the **Middle East**, countries are projecting a \$170 billion investment in defense spending over the next five years. The main hurdles for defense companies looking to expand in this region are fierce competition and arduous decision-making processes across the region. In **Europe**, NATO's Communications and Information Agency (NCIA) envisions spending more than \$1.3 billion over the next two years. Companies looking to sell to NATO must be able to offer a "best value" product in addition to skillfully navigating recent restructuring of NATO's various agencies and departments.

Please contact [Paul.Matino@trade.gov](mailto:Paul.Matino@trade.gov) (410/962-4581) or [Cara.Boulesteix@trade.gov](mailto:Cara.Boulesteix@trade.gov) with questions on this webinar.

## ACCESSING THE EUROPEAN AEROSPACE MARKET AND ITS SUPPLY CHAIN

**Date:** Thursday, May 22, 2014

**Time:** 12:00pm Eastern

**Cost:** \$50

**Registration:** <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q6P>

Becoming a European supplier or increasing your sales in Europe is a valuable way to grow your business. This Webinar will provide an in-depth examination of the European aerospace market, its supply chain and useful market entry and expansion strategies for U.S. aerospace companies. This webinar will help U.S. companies prepare for and have a more productive experience at the Farnborough International Airshow. In addition, this webinar will also provide useful information for any U.S. company looking to expand their operations in Europe. Topics include:

- European aerospace market overview
- How European OEMs operate
- How to access the European supply chain
- Opportunities in the European supply chain
- Best practices to access the European supply chain
- How you can get support to grow & expand your business in Europe.

This webinar is provided by the U.S. Commercial Service, Airbus and Westworld Consulting.

Contact [James.Bledsoe@trade.gov](mailto:James.Bledsoe@trade.gov), [Melissa.Grosso@trade.gov](mailto:Melissa.Grosso@trade.gov), or [PJ.Menner@trade.gov](mailto:PJ.Menner@trade.gov) for more information.

## TRADE EVENTS

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### 2014 Discover Global Markets: Africa, Middle East & India

May 1-2, 2014

<http://export.gov/texas/sanantonio/dgm/>

Contact [Daniel.Rodriguez@trade.gov](mailto:Daniel.Rodriguez@trade.gov) for more details

### 2014 Discover Global Markets: Europe

June 3-4, 2014

<https://www.regonline.com/discovereurope>

## EXPORT CONTROLS: AWARENESS AND APPLICATION: REGISTER NOW TO TAKE ADVANTAGE OF EARLY BIRD PRICING!

This year we return to a summer program, July 9-10 at Microsoft headquarters. Get the latest updates on export control reform, and discuss recent legal updates and best practices in export compliance. Discover through actual case examples why these export controls are so important and how our nation's adversaries attempt to violate them. This fast-paced seminar is geared toward both new and experienced export control professionals. Speakers include US Gov't officials and private sector speakers.

[HTTPS://WWW.REGONLINE.COM/REGISTER/CHECKIN.ASPX?EVENTID=1500171](https://www.regonline.com/register/checkin.aspx?eventid=1500171)

