

ARKANSAS EXPORTER

A newsletter of the U.S. Export Assistance Center of Arkansas



NEWS

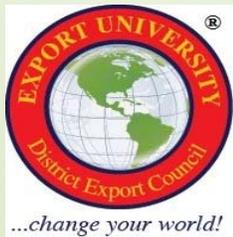
2012

Governor's Awards for Excellence in Global

2012 Governor's Award Application

The Arkansas District Export Council is accepting nominations for the 3rd Annual Governor's Awards for Excellence in Global Trade, which will honor Arkansas companies that have excelled in the international marketplace. Applications must be received by **cob April 30, 2012**. You can access the application [here](#).

Export University a Success in Arkansas!



The Arkansas District Export Council is pleased to announce the success of the inaugural Export U Introduction Series & the 101 Certificate Program. During January through early April, 80+ companies in the State attended export capability training in Little Rock, Jonesboro & Fayetteville. Twenty-six individuals completed the four part 101 Certificate program. The ArDEC wishes to acknowledge the support of the Arkansas Export Assistance Center, Arkansas Small Business & Technology Development Centers, & FedEx in this successful launch. More Export U classes are coming soon.

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Korea Program Implementation

The U.S.—Korea Free Trade Agreement

General Information:

The United States-Korea Free Trade Agreement entered into force on March 15, 2012. On the day of implementation, almost 80 percent of U.S. industrial goods exports to Korea are duty-free including aerospace equipment, agricultural equipment, auto parts, building products, chemicals, consumer goods, electrical equipment, environmental goods, travel goods, paper products, scientific equipment and shipping and transportation equipment. Other benefits of the FTA include:

- Nearly two-thirds of U.S. agricultural exports products will be duty-free including wheat, corn, soybeans for crushing, whey for feed use, hides and skins, cotton, cherries, pistachios, almonds, orange juice, grape juice, and wine
- Stronger protection and enforcement of intellectual property rights in Korea
- Increased access to Korea's \$580 billion services market for highly competitive American companies.

Learn about industry specific **business opportunities** derived from the U.S.-Korea FTA at Industry Opportunities. These reports will give sector-specific industry data, export trends, tariff profiles, and comparisons with current competitors in Korea. They also include examples of export successes.

For information on aerospace & defense, click [here](#). For information on agricultural equipment, click [here](#).





ARKANSAS EXPORTER is a monthly publication of the Arkansas Export Assistance Center.

THE U.S. EXPORT ASSISTANCE CENTERS are part



of the Department of Commerce' U.S. & Foreign Commercial Service (CS). We promote and protect U.S. commercial interests abroad and deliver customized solutions to ensure that U.S. businesses compete and win in the global market- place.

See www.export.gov/cs.

OUR WEBSITE:

www.export.gov/arkansas/index.asp

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*Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. **If you would like to be removed from this mailing list, please contact the Little Rock Office.***

NATIONAL EXPORT INITIATIVE

Learn more at www.export.gov.



ALL BUYUSA.GOV SITES ARE NOW AT EXPORT.GOV

Exporter information that was on BuyUSA.gov has now moved to Export.gov.



OFFSHORE TECHNOLOGY CONFERENCE

Reliant Park, Houston Texas
April 30 – May 2, 2012

OTC 12 is part of the U.S. Department of Commerce's International Buyer program, & 35 international buyer delegations will attend OTC as part of official delegations seeking U.S. goods & services. For details: <http://export.gov/texas/houston/tradeevents/offshoretechnologyconference2012/index.asp>

Upcoming CS Regional Conferences



ACCESS 2012: Africa, the Middle East & South Asia Markets

*Thunderbird University, Glendale, Arizona
April 24 & 25*

Join us for the annual meeting of the CS senior commercial officers from the Africa, Middle East, and South Asia region. This two-day event will feature industry sector sessions focusing on: infrastructure projects, clean and renewable energy, education, franchising, oil/gas, logistics and transportation, and the government procurement process. Fee: \$425

www.export.gov/arizona/access2012/index.asp



Trade Winds – Asia

*Singapore-Malaysia-Indonesia-Thailand-Vietnam
May 14-22*

Access high visibility business networking events with leading industry and government officials. Meet one-on-one with senior commercial officers from 14 countries in Asia for guidance on business development strategies. Customize your itinerary through pre-screened b2b meetings with companies in Singapore, Vietnam, Malaysia, Thailand, and Indonesia.

www.export.gov/pennsylvania/tradewinds/index.asp

Western Hemisphere Business Matchmaker – Export Opportunities in the Americas

*Hilton Miami Airport Hotel
April 18-19*

Companies will have the opportunity to obtain market intelligence and current opportunities for their products and services in the region. Cost: \$175

www.floridaexporter.com/whemisphere

AMI EXPO 2012

AMI Expo is meant to provide the meat, poultry, & seafood industry a forum to disseminate, share, & exchange new ideas, technologies & ways to advance the industry & be a catalyst for change. Buyers come seeking solutions for processing, packaging, sustainability, ingredients, transportation, sanitation, safety, quality control & other equipment, technology & solutions for their plants & facilities.

The U.S. Commercial Services is pleased to announce two opportunities at AMI Expo 2012:

****Showtime: Appointments with U.S. Commercial Service & Potential International Delegations****

- ❖ Meet with the U.S. & Foreign Commercial Services specialists surrounding the meat, poultry, & seafood industries

****Advanced Promotion: U.S. Companies Promote Product to International Delegations****

- ❖ We will provide your company info for the delegation leaders to share with the buyer delegates present at the show

For more information, please click [here](#)

EUROPE: Your Gateway to Trade Opportunities

Venue: Yale University West Campus. 137-141 Frontage Road Orange, CT.

Date: Monday, May 7, 2012

Time: 8:00AM-4:30PM EST

Fee: \$225 per company, \$100 for each additional company representative

- ❖ Representatives from **BAE Systems, Airbus, and U.S. Commercial Service (USCS) Senior Commercial Officers for 26 countries** will be present for panel sessions and individual meetings

The USCS, Yale University & Congresswoman Rosa DeLauro will co-host this one day conference focusing on the European economy & business opportunities for US companies in the Aerospace/Defense & Medical Sector. European regional experts will discuss: Market Entry Strategies, Export Financing, Standards & Regulations, & U.S. Export Controls.

Interested companies can discover untapped opportunities in Europe & both hear directly & meet one-on-one with USCS Senior Officers & Commercial Specialists serving in Europe. Concurrent panel sessions will be offered on country & industry specific topics. Pre-registration is **REQUIRED**.

*Register by contacting Melissa Grosso or Anthony Sargis at **860-638-6950**.

Upcoming Aerospace Events

WEBINAR: Turkey Aerospace & Defense Market

April 26, 10:00 am Central

Featured speakers include Ambassador Francis J. Ricciardone, Thomas Bruns, commercial attaché, U.S. Embassy Ankara and Lieutenant Colonel Jeffrey Simpson, Office of Defense Cooperation. Cost: \$35

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2Q5S>

WEBINAR: Canada – Doing Business with Bombardier Aerospace

May 14, 1:00 pm Central

Bombardier Aerospace is the world's third largest aircraft manufacturer, specializing in business and commercial aircraft. In the last 4 years, Bombardier has launched four new exciting aircraft platforms: the CSeries, Challenger 7000, Challenger 8000 and Learjet 85. Learn more about business opportunities with Bombardier and how you can expand your sales to the firm. Cost: \$75

http://export.gov/canada/eg_ca_047806.asp

Aerospace & Defense Trade Mission to Turkey

December 3-7

Civil aviation is booming in Turkey and Turkey's strategic location ensures unrivaled advantages in airline, MRO, cargo, and air taxi services in the region. Istanbul is also considering the construction of a third international airport. In 2011, over \$11 billion was allocated to Ministry of Defense spending, with 47% spent on goods and services.

www.export.gov/california/losangelesdowntown/events/turkey/

Surveying the Arkansas Aerospace & Defense Capability:

Arkansas companies that operate in this sector are asked to consider completing the "Arkansas Aerospace, Aviation, & Defense Capability Survey" by April 30, 2012 at this [link](#).

Intellectual Property



Revamped Website Helps Businesses Protect IPR

The Office of Intellectual Property Rights (OIPR) is located in the Trade Agreements and Compliance area of ITA's Market Access and Compliance unit. One of OIPR responsibilities is to develop trade programs and tools to help U.S. businesses and citizens protect and enforce their IPR in foreign markets, and conducting outreach to raise awareness.

This week the International Trade Administration, in cooperation with other relevant U.S. agencies, unveiled the newly redesigned website, www.STOPfakes.gov. This is part of continued efforts to improve online tools making information easier to find.

Originally debuted in 2005, www.STOPfakes.gov is an invaluable one-stop shop for IPR resources and information that is particularly relevant to small and medium-sized businesses. A self-paced IPR tutorial available in English, French and Spanish explains patents, copyrights, trademarks and trade secrets and guides small businesses through an IP audit to assess intangible assets.

Through the website, users can report IPR theft to federal law enforcement and obtain a free one-hour consultation with a lawyer knowledgeable on IPR protection.

Another resource is the IPR Toolkits. These are self-help manuals that provide the ins and outs of foreign IPR systems to help U.S. companies protect their business and IPR interests in foreign countries. A broad range of IPR materials produced by the European Commission is also available to users through the TransAtlantic IPR Portal.

The U.S. Government looks forward to continuing to help U.S. businesses develop and protect their intellectual property interests via the IPR tools and resources available through www.STOPfakes.gov. The more U.S. businesses of all sizes know about protecting and enforcing their intellectual property rights abroad, the greater the returns will be right here at home

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How long does patent, trademark or copyright protection last?

A U.S. utility patent, explained above, is generally granted for 20 years from the date the patent application is filed; however, periodic fees are required to maintain the enforceability of the patent. U.S. trademarks can generally last forever, as long as the trademark is used in commerce and defended against infringement. Copyright protection is for a limited term. For works created after January 1, 1978, copyrights last for 70 years after the death of their owner. For works made for hire (covering the usual type of work owned by a small business), the copyright lasts for a term of 95 years from the year of its first publication or a term of 120 years from the year of its creation, whichever expires first.

Intellectual Property Online Training Module

Use the free Online IPR Training Module to learn about evaluating, protecting, and enforcing your intellectual property rights!

- Complete a needs assessment to determine the types of intellectual property that you may want to protect.
- Learn about the different types of IPR, including copyright, patent, and trademark, as well as the legal protections available for each of them.
- Understand the process and benefits of acquiring and protecting your IPR.
- Discover resources to help you enforce your IPR.
- Now available in English, French, and Spanish.

Complete a free training course by clicking [here](#).

Country IPR Tool Kits

Country IPR toolkits contain detailed information on protecting and enforcing IPR in specific markets. You will also find contact information for local IPR offices abroad and U.S. Government officials available to assist you. To access country specific tool kits, click [here](#).

