



Pacific South Network Newsletter

Serving Southern California, Nevada, and Hawaii-Guam

Newsletter Date – August 2013

Calendar of Events:

Aug 15-Nov 21
[Export University](#)

Aug 21
[New Export Regulation Changes Webinar](#)

Sept 16-18
[US-Saudi Business Forum](#)

Sept 25-26
[How to Protect Your Intellectual Property](#)

Sept 25-26
[5th Americas Forum](#)

Sept 30 – Oct 1
[Meet 1-1 with US Commercial Specialist from Spain](#)

Nov 18-22, 2013
[Mexico Mission led by US Secretary of Commerce](#)

Dear CS Exporter:

Summer is in full swing so here are some CS events we think might benefit you and your company. We also close our fiscal year September 30th. If you have any export successes, we'd love to know about them and if you want us to share them with Commerce Secretary Penny Pritzker, we will do that, too! Enjoy the rest of August and stay cool!

Many Thanks,

Richard

Rich Swanson, Pacific South Region

The U.S. has signed 12 free trade agreements with countries in the region.

Join the Los Angeles Area Chamber of Commerce, the UCLA Anderson School of Management and the U.S. & Foreign Commercial Service to learn about business and exporting opportunities.

This forum features:

- Senior US. Commercial Diplomats from Embassy's in the Western Hemisphere
- International business leaders, and
- Prominent scholars.

Additionally, private one-on-one consultations with U.S. Diplomats are available for companies whose products / services contain at least 51 percent U.S. content.

PROGRAM:

Wednesday, Sept. 25 - BRIEFINGS

- NAFTA, MERCOSUR
- Central American FTA
- Panama, Colombia, Peru, and Chile FTA's
- MERCOSUR
- Access to export financing
- Increasing competitiveness
- Growing middle class - export opportunities

Thursday, Sept. 26 - MEETINGS

- 1-1 meetings with U.S. Senior Commercial Officers

Location: UCLA, Los Angeles, CA

Date: September 25-26, 2013

Cost: \$199 before August 16; \$250 after Friday, August 16

REGISTER NOW!

Link to register:

<http://www.lachamber.com/tabf>

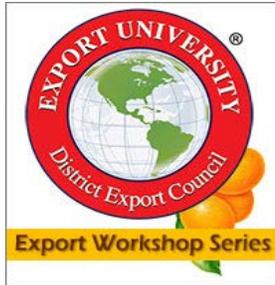
For more information contact:

Delia.Valdivia@Trade.gov or

Rafael.Patino@Trade.gov

Continental Breakfast and lunch included

The 2013 Export Workshop Series



How to Make Money in Exporting

Topics Include:

- Is Exporting for Me?
- Finding and Entering New Export Markets
- International Matchmaking
- International Business Culture
- Internet Export Marketing
- Export Sales Techniques and Documentation -
- Export Trade Finance/ Insurance - Getting Paid
- Legal Do's and Don'ts for Exporters
- Freight and Logistics
- Export Planning and Counseling

Location: Irvine, CA

Date: Aug 15-Nov 21

Time: 8:30- Noon

Cost: \$150 for all 8 classes, \$35 per class

Link to Register:

<http://www.regonline.com/builder/site/Default.aspx?EventID=1240754>



WHAT EXPORTERS NEED TO KNOW ABOUT THE NEW EXPORT CONTROL REGULATIONS

GLOBAL MARKET INTELLIGENCE WEBINARS:

In its 3rd year of no charge, open-to-the public webinars, sponsored by the US Commercial Service, the Irvine Chamber of Commerce, the SBA, and the District Export Council of Southern California.

The Irvine Chamber of Commerce GLOBAL MARKETS Website offers a rich archive of valuable information for US firms seeking sustained profitable growth through exports.



FEATURED SPEAKER:

John Bushnell, Senior Export Administration Specialist for the Bureau of Industry and Security's Western Regional Office in Irvine, CA.

John has over 20+ years working at BIS and has conducted numerous seminars, conferences, and outreach events.

Cost: FREE

Date: August 21, 2013

Time: 10:00AM – 11:00AM PST

Registration: www.irvineglobalmarkets.com

The 2013 US-Saudi Business Opportunities Forum

The 2013 US-Saudi Business Opportunities Forum will feature top American and Saudi government and private sector leaders and provide an ideal platform for building new and lasting business ties.

With over \$1 trillion in trade and investment opportunities, Saudi Arabia is setting the pace for growth in the Middle East.

This two and half-day event will:

- be a platform for business executives and senior government officials to enhance economic cooperation and build new and lasting business ties
- be the 3rd U.S.-Saudi Business Forum
- feature panels, keynote addresses, and concurrent breakout sessions focusing on the unprecedented trade and investment opportunities in Saudi Arabia.

Specific areas of opportunity for small and medium sized companies will be highlighted.

Companies will be facilitated to connect and initiate new business relationships.

Location: Los Angeles, California

Date/Time: September 16-18

Cost: Free (possible charge for meals)

Link to Register: www.us-saudiforum.com
(to register your interest)

For more information, please contact:

Rachid.Sayouty@Trade.gov

Rafael.Patino@Trade.gov





HOW TO PROTECT YOUR INTELLECTUAL PROPERTY: *VITA GLOBAL NETWORKING BREAKFAST*

Ideas and unique creations can exist in every business. They are important for long term financial success and can make you more competitive than your rivals. But how do you stop competitors from copying your most valuable asset?

Confirmed speakers:

David J. Habib, Law firm of David J. Habib
Rafael Patiño, U.S. Commercial Service

Speakers will discuss how to protect your intellectual property rights.

Intellectual property (IP) represents creations of the mind or intellect that can be legally owned. IP laws allow for protection through patents, trademarks, copyright, designs, circuit layouts, and more.

Almost every business has some form of IP that they need to protect. Attend the next VITA Breakfast and learn how you can protect your business

Venue:

The Valley Economic Alliance
5121 Van Nuys Blvd.
Sherman Oaks

Date: September 25-26, 2013

Time: 7:30 a.m. - 9:00 a.m.

Cost: \$20.00 for VITA Members and \$25.00 for Non-Members

Learn more/register:

Email dwinters@economicalliance.org or

Call: 818-379-7000 x109 or

Visit www.thevalley.net

Meet 1-1 with U.S. Commercial Specialist from Spain

Meet one-on-one in our Irvine office with U.S. Commercial Specialist from Spain, Angela Turrin.

Ms. Turrin covers the following sectors.

- Franchising
- Marine Technologies
- Agricultural Chemicals/Machinery/Services
- Commercial Fishing Eq.
- Commercial Vessels/Eq. (non-fisheries)
- Food Processing/Packaging Eq.
- General Industrial Eq./Supplies
- Hotel/Restaurant Eq.
- Materials Handling Machinery
- Machine Tools/Metalworking Eq.
- Paper/Paperboard/Pulp/Paper Machinery
- Pet Foods/Supp.
- Packaging Eq.
- Pleasure Boats/Port/Shipbuilding Eq.
- Sporting Goods/Recreational Eq.
- Tools - Hand/Power

During the one-on-one consultations you will have the opportunity to get specific answers pertaining to your business in Spain. You will be able to:

- Learn about your company's sales potential in Europe;
- Assess challenges in the marketplace;
- Find out how the U.S. Commercial Service can help you identify new business partners

Preregistration is REQUIRED and available upon first come basis. We will do our best to accommodate your appointment request(s).

Appointments will take place in the Irvine U.S. Export Assistance Center on Monday, September 30th or Tuesday, October 1st.

Due to limited One on One appointments, please request an appointment ASAP.

SIGN-UP by registering at the following URL.

<http://export.gov/california/irvine/events/tdy2/index.asp>

If you have any questions, please contact Kristin Houston by phone at 949-660-7103 or by email:

Kristin.Houston@trade.gov



Expo Belleza 2013 Cosmetic Catalog Show

Expo Belleza 2013 Cosmetic Trade Expo takes place in the Beautiful city of Guayaquil, Ecuador at the Centro de Convenciones de Guayaquil.

Location: Guayaquil - Ecuador

Date: Oct 25 & 26th, 2013

The trade show is presented by the Ecuadorian Cosmetic Chamber of Commerce - Pro Cosmetics.

Cost: 150.00

How to Register/For more information please contact:

bobby.hines@trade.gov

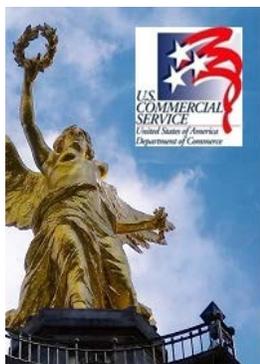
amy.magat@trade.gov

For the first time a Catalogue Show (open to American Companies only) will be added.

This Expo is an excellent way to introduce American Cosmetic product to Ecuador. Exhibitor opportunities are also available.



U.S. Secretary of Commerce Announces First Business Development Mission to Mexico



Secretary of Commerce Penny Pritzker recently announced that she will lead her first business development mission to Mexico City and Monterrey, Mexico.

Businesses interested in participating in this trade mission should call the U.S. Department of Commerce Office of Business Liaison at (202) 482-1360.

The deadline for all applications is September 13, 2013.

This mission will promote U.S. exports to Mexico by helping export-ready U.S. companies launch or increase their business in a number of key industry sectors, including: advanced manufacturing, information and communications technology, and health IT and medical devices.

Location: Monterrey and Mexico City, Mexico

Date: November 18-22, 2013

For more information about the upcoming trade mission, please visit: www.export.gov/MexicoMission2013

In announcing the mission, Secretary Pritzker said, "Exports are an essential component for spurring growth and creating jobs in America. The United States and Mexico have strong business ties and increasing opportunities for trade and collaboration between our two nations will help bolster economic success across our border."

Strategic Partner Events

Foreign Trade Association (FTA) is the oldest organization promoting international trade in Southern CA.

- **Fundamentals of Export Compliance workshops** - August 22nd and 23rd in Santa Ana, CA. For more information, please contact the FTA at 888-223-6459 and info@foreigntradeassociation.com; <http://www.foreigntradeassociation.com/events?eventId=723538&EventViewMode=EventDetails>

California Manufacturing Technology Consulting (CMTc) is a non-profit consulting company that improves customers' performance by fostering innovation and sharing knowledge. <http://www.cmtc.com/>

- **ExporTech Inland Empire** Sept. 11, Oct. 9, Nov. 13, 2013 at Claremont, CA
http://www.cmtc.com/Portals/103829/docs/exportech_IE_09.11.13_email.pdf