



Export News

The e-newsletter of U.S. Commercial Service—Pittsburgh



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Dear Exporters -

As we approach the official beginning of Summer and start to think about that week at the beach, the family Disneyland trip, or whatever respite you have planned and how you researched the best price you could get from a hotel, rental house, air plane tickets, etc... think about approaching your export market selections with the same frugal evaluation and start with the 20 countries in which the U.S. has Free Trade Agreements (FTA) in place. There is no better bargain than getting your U.S. product into a foreign market at zero % tariff or substantially reduced rates making your product more affordable than your foreign competitors. FTAs are so impactful to U.S. exports that in 2013, **46% of all U.S. exports went to FTA countries**. Pennsylvania has an even better story to tell - **47% (\$19.1B)** of our exports went to FTA countries. Check out our grid below that shows, by the numbers, the phenomenal growth Pennsylvania exports have had in the last 5 years to FTA countries. Want to check out your product's tariff rate to an FTA market - use our [FTA Tariff Tool](#). If you would like to learn about market opportunities in FTA countries, check out our DISCOVER Global Markets events September 9-10 Detroit, MI and October 29-31 Charlotte, NC featured in this newsletter.

Happy Exporting!

Lyn Doverspike, Director
U.S. Commercial Service - Pittsburgh

PENNSYLVANIA 2009 - 2013 FTA MARKET MERCHANDISE EXPORTS (in rank of export value)		
Country	2013 Export Value	% Change in 5 years
Canada	\$ 11,577,578,010 B	44 %
Mexico	\$ 3,443,708,896 B	28 %
South Korea	\$ 1,196,352,525 B	77 %
Australia	\$ 644,928,639	22 %
Singapore	\$ 518,204,929	39 %
Chile	\$ 328,059,514	111%
Israel	\$ 275,532,482	76 %
Colombia	\$ 273,442,813	75 %
Dominican Republic	\$ 232,291,835	79 %
Peru	\$ 146,794,983	106%

Panama	\$	93,334,712	144%
Guatemala	\$	83,492,026	-40 %
Honduras	\$	80,797,471	65 %
El Salvador	\$	50,981,493	63 %
Costa Rica	\$	50,411,203	1 %
Jordan	\$	45,362,608	205%
Morocco	\$	29,764,615	162%
Nicaragua	\$	26,441,670	12 %
Oman	\$	17,148,149	18 %
Bahrain	\$	16,675,945	20 %

Country of Focus: Canada

Do you think of Canada as the 51st state of the U.S. rather than a foreign country? Think again! Canada is the number one export market for the U.S. and Pennsylvania, holding nearly \$1 trillion in bilateral investment and trade. By having a favorable geographic proximity and a similar business culture, Canada offers excellent business opportunities for practically any U.S. company. It is no wonder why 52% of Canada's imports come from the U.S.!

Market Opportunities - Trending Now

4 trends are driving expanding market opportunities for U.S. firms in several key sectors:

1. Aerospace and Automotive

With the removal of additional barriers to trade, the border and regulatory cooperation initiatives make U.S. and Canadian supply chains more efficient and more integrated, thus providing enhanced opportunities for U.S. firms seeking to enter the Canadian aerospace and automotive sector supply chains.

2. Travel and Tourism

The continuing strength of the Canadian dollar means continued expansion in Canadian travel and tourism to the U.S., including an expanding medical tourism component.

3. Energy and Mining

High global prices for energy and other natural resources are also driving increased development of Canadian energy and mining resources.

4. Renewable Energy, Oil and Gas, and Environmental-related Sectors

Recent developments offer substantial opportunities for U.S. renewable energy, oil and gas, and environmental-related sectors.

Events For Your Business Advantage

3 exciting opportunities are coming up for U.S. companies interested in doing business with our Northern Neighbor:

Conferences: [The Discover Global Markets Conference Series](#) is hosting a conference on Free Trade Agreement countries in Detroit, MI on September 9-10 and a conference on The Americas in Charlotte, NC on October 29-31.

Webinar: A [Webinar on Canada's Defense Procurement Strategy](#) will take place on June 25.

Trade Mission: [The Canada Far North Trade Mission](#) will be held in October where U.S. companies can participate either in-person or virtually on the web.

See below for more information about these events!

Update on Export Restrictions to Russia

On April 28, the U.S. Department of Commerce's Bureau of Industry and Security (BIS), the federal agency responsible for governing dual purpose exports, announced that it is expanding its export restrictions on items subject to the Export Administration Regulations (EAR) in response to Russia's actions in southern and eastern Ukraine.

License Status: Denials & Revocations

BIS also announced that it will deny pending applications for licenses to export or re-export any high technology item subject to the EAR to Russia or occupied Crimea that contribute to Russia's military capabilities. In addition, the Department of Commerce is taking actions to revoke any existing export licenses which meet these conditions. All other pending applications and existing licenses will receive a case-by-case evaluation to determine their contribution to Russia's military capabilities.

Denied Entities List

Additional companies have been added to the Entity List based on a determination that they are involved, or pose a significant risk of becoming involved, in activities contrary to the national security and foreign policy interests of the United States. Designation on the Entity List imposes a license requirement for the export, re-export or other foreign transfer of items subject to the EAR to the designated companies, with a presumption of denial.

Staying Informed

As events continue to unfold in Ukraine and Russia, changing trade relations can consequently have an effect on U.S. companies and their exports. We urge you to stay informed for additional changes in restrictions that may appear in the future. For further assistance in navigating the export process with these two countries, please contact our office at 412-644-2800.

Related Events

Also on the subject of export security, please see details below about an upcoming July BIS conference in Washington D.C. that includes updates regarding Russia and Ukraine, and a June training program in Pittsburgh, PA at Duquesne University that are both designed to inform and assist companies in achieving full export compliance.

News You Can Use

AESDirect User Guides and Sample Shipments are at your fingertips!

Need a refresher or a primer on the Automated Export System (AES*Direct*)? Under the Census Bureau, AES*Direct* offers **User Guides** to companies in order to provide step-by-step instructions on how to use the different applications of automated export systems. **Sample Shipments** also provide shorter documents with screenshots of how sections of applications look like prior to entering shipment information. These mock shipments help you understand how a general export shipment would be filed. All guides and sample shipments come in the form of Adobe Acrobat PDF files and can be viewed on screen or printed.

Learn more [here!](#)

Recommended Resources

When is the last time you looked at your HS or Schedule B number for your exports?

In today's fast-paced business world, keeping track of commodity codes can often present a formidable challenge to any business with international operations. Exporters need to know their product's HS and Schedule B numbers to determine applicable import tariff rates, to file the Electronic Export Information in the Automated Export System (AES) and to complete shipping documents, such as certificates of origin.

Fortunately enough, federal agencies like the U.S. Census Bureau can provide easily accessible information that American companies can utilize in order to stay updated. The U.S. Census Bureau Foreign Trade Division is the official federal source for U.S. export and import statistics and is responsible for issuing regulations governing the reporting of all export shipments from the U.S. If you're searching for information on commodity classifications, this is a good starting point to get the information you need.

The Census Bureau directs exporters to help them find the correct Harmonized Tariff Schedule (HTS) numbers and Schedule B numbers, as well as a way to distinguish between the two. Having access to this information is essential for any company looking to stay on top of their exporting operations. Get on track [here!](#)

Upcoming Webinars, Seminars, Trade Missions, and Trade Shows

Webinars

Last Chance to Register: India's Mining Industry and Largest Mining Show, IMME 2014

Don't delay; take advantage of India's mining industry opportunities today! In this FREE webinar, hear from local experts on India's US \$2.2 billion mining equipment sector, and learn about upcoming opportunities for U.S. exporters to participate in this dynamic and growing market. This one-hour webinar will provide market insights and information on the December 3-6 IMME 2014 Mining Show in Kolkata, India. Participants will also be able to ask industry and trade experts questions about this lucrative market.

Noteworthy highlights of India's mining industry include:

- **World's largest producer of mica blocs and splittings**
- **3rd largest coal, lignite, barytes chromite producer**
- **4th largest producer of iron ore**
- **5th largest producer of bauxite**
- **6th largest producer of manganese ore**

India ranked third worldwide in the production of coal and lignite at 557 million metric tons, allowing the coal sector to become India's biggest importer of mining equipment. With the mining equipment market in India expected to be US \$2.2 billion in 2014, U.S. companies have the chance to capitalize on this emerging market.

Date: June 12, 2014

Time: 11:00 AM - 12:00 PM EDT

Cost: FREE!

Registration is open until the time of the webinar. Register [here!](#)

Spotlight: Opportunities for Infrastructure Business Development in Morocco, Egypt, Jordan

Learn more about an exciting opportunity to join an executive-led infrastructure business development trade mission to Morocco, Egypt, and Jordan (with optional West Bank briefings) scheduled for December 3-11, 2014. This mission will introduce you to Morocco, Egypt, and Jordan's rapidly expanding infrastructure markets and will assist your company in pursuing export opportunities in these markets. The targeted sectors include the following:

- **Efficient energy technology equipment and services**
- **Transportation infrastructure and equipment**
- **Water and waste treatment**
- **Marine and ports infrastructure**
- **Tourism and building construction**

Representatives from the industry and U.S. embassies in Morocco, Egypt, and Jordan will discuss the mission in detail, give a market overview, and outline the benefits of participating in such a mission.

Date: June 25, 2014

Time: 11:00 AM - 12:00 PM EDT

Cost: FREE!

Register [here!](#)

Other Upcoming Webinars:

- [Discover Global Tourism Markets: India](#) (June 18; \$50)
- [How REACH is Affecting the Chemical Industry](#) (June 24; \$15)
- [Selling to the Government of Canada - Canada's Defense Procurement Strategy](#) (June 25; \$35)
- [Aerospace Business Development Opportunities in France](#) (June 25; FREE)
- [Mexico Franchising Opportunities](#) (July 1)
- [Ex-Im Bank Webinar Series \(3 of 3\): Competitive Financing for your Foreign Buyers](#) (July 8; \$15)
- [eManifest Proposed Regulatory Changes](#) (July 15; FREE)
- [Selling to NATO](#) (July 24; \$75)
- [Renewable Energy Opportunities in Peru](#) (August 7; \$25)

National Events

Spotlight: Update Conference on Export Controls and Policy, July 29-

31, Washington D.C.

Want to stay up-to-date on the latest information regarding export controls? Then consider attending the annual Update Conference on Export Controls and Policy. The Bureau of Industry and Security (BIS) presents this conference to provide the exporting community the opportunity to learn first-hand from senior U.S. Government officials about current issues and trends in export control policies, regulations and practices.

This major outreach event draws business and government representatives from around the world to learn and exchange ideas about export control issues. It provides the chance to network with colleagues in the export control industry, interact with U.S. government officials, and learn about programs and services offered by U.S. Government and industry exhibitors. As one of the Department of Commerce's most notable international trade events, a predominant theme of this year's conference will revolve around the substantial work that has been achieved in Export Control Reform.

Learn more about this opportunity [here!](#)

Discover Global Markets Conference Series

Looking to take advantage of markets holding free trade agreements with the U.S.? Curious about exploring market opportunities in the Americas? Then reserve your place now at the Free Trade Agreement Markets Conference in Detroit, Michigan from September 9-10 and The Americas Conference in Charlotte, North Carolina from October 29-31!

The U.S. has trade agreements in force with twenty markets around the world, which account for roughly 46% of U.S. goods exports. Over half of the countries that the U.S. holds free trade agreements with are located in North, Central, and South America. Under current agreements, countries in the Americas account for 12 out of a total 20 of those free trade countries (**60%**).

Can't make it to the Free Trade Agreement Markets Conference? Then consider attending The Americas Conference in Charlotte, NC! But don't wait; **early bird registration prices end June 15!**

As part of the DISCOVER GLOBAL MARKETS series, these conferences will allow your company to:

- Identify and gain access to emerging markets and opportunities
- Obtain the tools necessary to succeed in foreign markets
- Leverage government contacts and resources to compete successfully

DISCOVER GLOBAL MARKETS conferences offer important opportunities to develop new contacts in both the private and public sectors and hear from our in-country experts to help take your international business to the next level. Highlights from these conferences include:

- Dynamic market exploration sessions
- Excellent networking opportunities throughout the conference
- Pre-scheduled one-on-one meetings with international trade diplomats
- Industry panels featuring companies and individuals sharing their experiences in the 15 markets listed above
- Market entry and risk mitigation strategies
- Basic and advanced sessions on qualifying for FTAs and creating an FTA

- compliance program
- High-profile keynote speaker(s)

Mark your calendar for additional DISCOVER GLOBAL MARKETS conferences:

Focus	Date	Location
Greater China	October 7-8	New York, NY
The Americas	October 29-31	Charlotte, NC
Sub-Saharan Africa	November 5-6	Atlanta, GA
Healthcare and Life Sciences	November 17-18	Minneapolis, MN

Want more information on any of the DISCOVER GLOBAL MARKETS conferences? [Click here!](#)

DOMESTIC TRADE SHOWS WITH FOREIGN BUYER DELEGATIONS:

Are you going to one of these domestic trade shows? Let us know! We can arrange meetings with foreign buyers, our in-country commercial specialists, and more!

- [InfoComm 2014](#) (June 18-20; Las Vegas, NV)
- [International Franchise Expo 2014](#) (June 19-21; New York, NY)
- [Fancy Food Show 2014](#) (June 29-July 1; New York, NY)
- [Annual Meeting and Clinical Laboratory Expo of the American Association for Clinical Chemistry](#) (July 27-31; Chicago, IL)
- [MAGIC Marketplace](#) (Summer) 2014 (August 17-20; Las Vegas, NV)
- [International Woodworking Machinery & Furniture Supply Fair](#) (August 20-23; Atlanta, GA)
- [Farm Progress Show](#) (August 26-28; Boone, IA)

View the complete list of 2014 International Buyer Program trade shows [here](#).

Local Events

Spotlight: Export Compliance Training at Duquesne University SBDC June 18, Pittsburgh PA

Looking for a comprehensive training program on export compliance? Look no further! The Duquesne University Small Business Development Center (SBDC) is offering compliance training that consists of a strong hands-on program that is ideal for exporters of all experience levels. Points of discussion revolve around many different topics from licensing and incoterms to documentation and country specific requirements. Upon completion of this program, participants will successfully:

- **Become aware of the new export security requirements for all exporters**
- **Become familiar with an 11 point checklist to full compliance on every export**
- **Know of the required 6 lists that must be checked on all exports**
- **Understand what common red flags can arise**

The 5 questions that are required to know about your customer in every export transaction will be reviewed and strategies will be discussed regarding how to implement these into your organization. Ultimately, participants will walk away with a better understanding of the regulations and with specific tools and instructions on how to begin building a secure and compliant company. If you haven't been to a recent export compliance training, this is one you won't want to miss!

Date: Duquesne University Power Center Ballroom 600 Forbes Ave, Pittsburgh, PA 15282

Time: 8:30 AM - 4:30 PM EDT

Location: June 18, 2014

Cost: \$295.00 (\$320.00 after June 12th)

[Register now!](#)

International Events and Trade Shows

Spotlight: Canada Far North Trade Mission, October 8-9, 2014

Canada's North is ripe with opportunities for U.S. companies! Billions of dollars' worth of projects are already in the pre-planning, planning and implementation phases, and cover the full gambit of business sectors, including; mining, infrastructure, water & sewer, environmental technologies & services, remote healthcare related technologies, distance education and energy (both traditional and renewable).

The purpose of the Canada Far North Trade mission is to assist participating U.S. firms in gaining valuable market insights, making industry contacts, solidifying business strategies and advancing specific projects in Canada's North. This event is open to U.S. companies and trade associations from a cross section of industries with the potential to provide needed and appropriate services in the more remote regions of Canada. There are two ways to participate:

Traditional Trade Mission

Participants will travel to Canada to be part of an in-person event. The trade mission is being held in conjunction with the Aboriginal Entrepreneurs Conference and Trade Show 2014. This will allow U.S. companies more opportunities to develop relationships with companies from Northern Canada. Participants will receive:

- A country and market sector briefing**
- One-on-one meetings with pre-screened potential buyers, agents, distributors and joint-venture partners**
- Admission to two networking lunches**
- Entry to the trade show**
- Admission to the Trade Show Networking reception**

Cost:

\$1,000 US for a small company with less than 500 employees

\$1,400 US for a large company with over 500 employees

Can't make the trip? Try the Virtual Trade Mission instead!

For those companies unable to travel to Canada to attend the trade show, the U.S. Commercial Service is offering a Virtual Trade Mission. The first time being offered in Canada, the Virtual Trade Mission allows U.S. companies to

participate from their office via computer. Virtual trade mission participants will receive via online conference:

- **A country and market sector briefing**
- **One-on-one meetings with pre-screened potential buyers, agents, distributors and joint-venture partners**

Cost:

\$500 US for a small company with less than 500 employees

\$750 US for a large company with over 500 employees

To register or find out more about participating in the Canada Far North Trade Mission, click [here](#)!

Offshore Northern Seas Show in Stavanger, Norway August 25-28, 2014

Norway is the world's third largest net exporter of oil, and is now growing into a major exporter of gas as well. It will in the near future supply 30 % of Europe's gas. Exploration has expanded from the North Sea to the Norwegian Sea, and recent significant discoveries in the Barents Sea north of Norway have led to development of major production facilities there as well. ONS is truly an international trade show and has proven to be a very fertile ground for export successes.

As the world's third largest exporter of both crude oil and natural gas, Norway continues to be at the forefront of efforts to develop offshore resources in ever more challenging environments. ONS 2014 is an excellent venue for showcasing U.S. products, technology and services to the global offshore oil and gas market. Innovative ideas, new solutions and new approaches to economic and environmental challenges facing the industry are all part of the exhibition and conference of ONS 2014.

For more information, click [here](#) or contact our International Trade Specialist, [Ryan Russell](#).

Other Upcoming International Events:

- [Aquatech China 2014](#) (June 25-27; Shanghai, China)
- [India Warehousing Show 2014](#) (July 8-10; New Dehli, India)
- [Automechanika PAACE Mexico City 2014](#) (July 16-18; Mexico City, Mexico)
- [IFT Energy & Water 2014](#) (July 22-24; Antofagasta, Chile)
- [ONS 2014](#) (August 25-28; Stavanger, Norway)
- [Renewable Energy India 2014](#) (September 3-5; New Delhi, India)
- [U.S. Pavilion at DEFSEC Atlantic 2014](#) (September 3-5; Halifax, Canada)
- [Rio Oil & Gas 2014](#) (September 15-18; Rio de Janeiro, Brazil)
- [Automechanika Frankfurt 2014](#) (September 16-20; Frankfurt, Germany)
- [VIV China 2014](#) (September 23-25; Beijing, China)
- [2014 China Dental Show](#) (September 25-28; Shanghai, China)

About Us: Helping U.S. Exporters Since 1980

The U.S. Commercial Service is a federal agency within the [U.S. Department of Commerce's International Trade Administration](#). We help U.S. businesses like yours export their goods and services by providing export counseling, advocacy, market intelligence, overseas business matchmaking, and more to help increase your export sales. Our Pittsburgh-based office covers 36 counties in Western and Central PA and is one of over 100 nationwide offices with overseas offices in more than 70 countries. Put our global network to work for your business today.

Need some help with exporting? [Find your local international trade specialist here!](#)

Haven't worked with us before? [Fill out our preliminary consultation form to get started!](#)

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