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U.S. Department of Commerce
International Trade Administration



Export News

The E-newsletter of the U.S. Commercial Service Pittsburgh

Serving Western & Central Pennsylvania Since 1980

March 2014 - Vol. 3, Iss. 3

Dear Exporters,

Ahhh March, a transition month to Spring. Yeh- right, not at these temperatures! So what is an exporter to do? The answer: Seek warmer foreign markets that have great potential for your products & services. Africa can fit that bill - U.S. trade to Africa has tripled over the last decade and Pennsylvania exporters have exported so much to Africa that it made Pennsylvania a top 10 exporting state to Africa. Explore the opportunities in this market and you will be surprised what is there for you and we are happy to help you every step of the way. Check out our [Discover Global Markets: Africa, Middle East & India conference](#) this May in San Antonio, TX highlighted under National Events below.

Happy exporting!

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

Africa: Growing Markets Attract U.S. Exporters' Attention

The continent of Africa is full of exporting opportunities for U.S. businesses. U.S. trade to and from Africa has tripled over the past decade and U.S. exports to sub-Saharan Africa now top \$21 billion.

Africa is now home to 6 of the 10 fastest-growing countries in the world!

The International Monetary Fund (IMF) projects Sub-Saharan Africa to grow between 5% to 6% EACH year over the next 2 years. Stand out markets with great opportunities for U.S. exporters are:

Angola

Equatorial Guinea

Ghana

Nigeria

Senegal

South Africa

Pennsylvanian companies are Exporting to Africa!

In 2013, Pennsylvania exporters sold \$942M of merchandise exports to Africa making it the 10th largest state exporting to Africa. Pennsylvania exports a variety of products to Africa, with the top 10 being:

1. Machinery (except electrical)
2. Chemicals
3. Transportation Equipment
4. Petroleum & Coal Products

5. Computer& Electronic Products
6. Electrical Equipment, Appliances, & Components
7. Waste & Scrap
8. Fabricated Metal Products
9. Miscellaneous Manufactured Commodities
10. Food Manufactures

With the federal government-wide support of "Doing Business in Africa," it will harness federal trade promotion and financing capabilities to help U.S. businesses both identify and seize upon trade and investment opportunities.

The U.S. Commercial Service has offices in Africa to help enter or expand your company's export markets. Your local U.S. Commercial Service office in Pittsburgh can assist you in finding export opportunities that are right for your company.

You can learn more about exporting and talk to our people stationed in Africa at DISCOVER GLOBAL MARKETS: Africa, Middle East & India conference in San Antonio, TX from May 1-2, 2014. More information about this event can be found in the National Events section of this newsletter or [click here](#)

News You Can Use

Way to Go Pennsylvania Exporters!

The International Trade Administration (ITA), U.S. Commercial Service released in February 2013 national & state merchandise export numbers. That new data showed **Pennsylvania merchandise exports increased 5.4%** in 2013 compared to 2012, **growing from \$38.8 billion to \$40.9 billion**. Pennsylvania's strong performance in 2013 helped the U.S. reach an all-time record for exports of U.S. goods and services, reaching \$2.3 trillion in 2013 and supporting nearly 10 million American jobs.

Pennsylvania Export Fast Facts

Top PA Markets:

1. Canada
2. Mexico
3. China
4. The Netherlands
5. Germany

Top Merchandise Export Categories:

- Chemicals Machinery manufacturers computer & electronic products
- Transportation equipment
- Primary metal manufacturers

****Free Trade Agreement (FTA) countries account for 47% of Pennsylvania's exports!**

If you would like to take a deeper look at trade stat numbers, visit our [TradeStats Express](#) website.

Recommended Resources

Ever Miss a Webinar of Interest? We Have Got You Covered

In today's fast-paced business environment, it is sometimes difficult to make time to attend a webinar. The U.S. Commercial Service understands the nature of your business and has uploaded past webinars to our website for you to access at any time for **FREE**.

There are archived webinars on the topics of:

- Export planning and strategy
- Documentation and regulations
- Country/market specific

The links make it easy for you to download audio/video files, transcripts, and/or presentation slides.

To view these webinars, [click here](#). If you can't find a webinar here that meets your needs, check out our list of upcoming webinars [here](#).

For more information on archived webinars, contact the Trade Information Center at 1-800-USA-TRADE.

Upcoming Webinars, Seminars, Trade Missions, and Trade Shows

WEBINARS:

Spotlight:

How to Finance Your Exports March 13th @ 2:00pm EST

While exporting to new places can be an exciting leap for your business, it can be complicated to figure out how to finance these new opportunities.

In this webinar, you will understand the different options for methods of payment in international transactions; learn about how letters of credit can ensure payment for exports and how the U.S. government provides direct financing, guarantees, and credit insurance in support of exports.

Experts from the Export-Import Bank of the U.S. and the Small Business Administration will highlight:

- International methods of payment
- Financing and risk mitigation to support export transactions
- Financing for expansion

If you are interested in attending, the webinar will take place on March 13th from 2-3 PM EDT.

Cost: \$15; [Register here!](#)

Other Upcoming Webinars:

- [EQUITANA 2015 - Opportunities in Selling Travel and Products to Equestrians](#) (March 11, FREE)
- [Selling Medical Equipment in Brazil](#) (March 19; \$75)
- [Letters of Credit 101 Webinar](#) (March 20; \$15)
- [Market Alert: Review of EU Standards](#) (March 20; FREE)
- [Selling Security Products to the Government of Canada](#) (March 26; \$35)
- [Navigating Free Trade Agreements and Qualifying Your Product](#) (April 3; \$40)

NATIONAL EVENTS:

Last Chance to sign up For Trade Winds - The Americas Colombia May 15-23, 2014 Registration Ends March 31st !

- Learn how to navigate South American markets and best prospects for U.S. companies plus:
- Schedule one-on-one appointments with our Sr. Commercial Officers from Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, & Uruguay
- High level networking receptions

OPTIONS FOR B2B Matchmaking

- May 15-16: Panama & Ecuador
- May 22-23: Peru & Chile

*Subsidies Available on a first come first served basis

For further information on Trade Winds and to register, click [here](#).

Spotlight: Discover Global Markets 2014 Series

The U.S. Commercial Service is proud to announce this unprecedented national series of conferences to help U.S. business compete, win, and grow in the international marketplace.

Looking to penetrate new overseas markets and boost your bottom line through exports? Then reserve your place now at a **DISCOVER GLOBAL MARKETS** event in 2014.

At Each DISCOVER GLOBAL MARKETS Conference you will:

- Meet one-on-one with U.S. Commercial Diplomats visiting from abroad
- Participate in panel discussions on the latest industry trends
- Identify new and emerging markets of opportunity ahead of your competition
- Learn about U.S. export programs designed to cut your time to market
- Network with U.S. trade officials, leading private sector experts and like-minded U.S. businesses active in overseas markets

In addition to our leading worldwide network of U.S. trade promotion officials, we've also gathered experts from the public and private sector to give you the practical information you need to develop an international business plan that makes sense for you.

- Company presidents, CEOs, COOs, CFOs
- International sales and marketing executives
- International business development executives
- Global logistics and trade compliance executives

With continental breakfasts, VIP keynote luncheons and networking receptions included, DISCOVER GLOBAL MARKETS conferences offer important opportunities to develop new contacts that can help take your international business to the next level.

Join us at our upcoming **DISCOVER GLOBAL MARKETS** conferences:

- [Africa, the Middle East, & India](#)-May 1-2 in San Antonio, TX
- [Europe-June 3-4 in Los Angeles, CA](#)
- Free Trade Agreement Markets-Sept. 9-10 in Detroit, MI
- China-October in New York, NY
- [The Americas-Oct. 29-31 in Charlotte, NC](#)
- Africa-November in Atlanta, GA
- Life Sciences-November in Minneapolis, MN

Check back as more dates & venues become confirmed!

Other Upcoming National Events:

- [APBO: Asia/Pacific Business Outlook](#) (April 7-8; Los Angeles, CA)

If you are doing business in Asian markets, get the knowledge and contacts you need at the [Asia-Pacific Business Outlook Conference](#) on **April 7-8, 2014** at the **University of Southern California**. Since 1988 **USC Marshall School of Business** and the **US Department of Commerce** have been producing APBO to help leaders of US businesses generate sales and profits in the rapidly growing economies of Asia, as well as Brazil and Russia. Choose from 60 seminars over 2 days to learn about 18 major markets and schedule private **one-on-one** business counseling sessions with overseas U.S. Commercial Service Senior Commercial Officers from 18 U.S. embassies. For more information and to register, 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!

- [International Home & Housewares Show 2014](#) (March 15-18; Chicago, IL)
- [WasteExpo 2014](#) (April 1-3; Atlanta, GA)
- [The 2014 NAB Show](#) (April 7-10; Las Vegas, NV)

- [2014 Offshore Technology Conference](#) (May 5-8; Houston, TX)
- [The National Restaurant Association Restaurant, Hotel-Motel Show \(NRA Show\) 2014](#) (May 17-20; Chicago, IL)

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

LOCAL EVENTS:

Spotlight: Selling Internationally: The Basics of Exporting April 23, 2014 in DuBois, PA

Learn the basics of exporting and what it means to sell internationally. Topics include:

- Overview of why your company should export
- Exporting-"the good, the bad, and the ugly"
- Resources for exporting

This **FREE** seminar will feature speakers from North Central, Clarion University Small Business Development Center, and the U.S. Commercial Service.

For more information and to register, click [here](#) or contact the SBDC at (814) 393-2060 or toll free at (877) 292-1843.

GO GLOBAL - Export Certificate Series

This exclusive training program through Duquesne University has been carefully designed to educate dynamic business leaders and businesses who are committed to maximizing their companies' exports. This Export Certificate Program will prepare your company to discover new opportunities and customers through new markets, develop an International Export Plan, open global distribution networks, increase your sales, and comply with U.S. Export Regulations.

*All attendees who successfully complete this training course by attending at least 4 of the 5 sessions will receive a certificate of Export Training from the U.S. Small Business Administration and the Duquesne University Small Business Development Center.

- **HTS Number, Letters of Credit, Export Financing, Payment Methods**

Thursday, March 13, 2014; 9:00-12:00PM EDT
Cost: \$59 [Register here!](#)

- **U.S. Export Regulations, ITAR, CE Mark & Free Trade Agreements**

Tuesday, March 18, 2014; 9:00-12:00PM EDT
Cost: \$59 [Register here!](#)

- **International Logistics, Incoterms, Quotes, Shipping Insurance**

Tuesday, March 25, 2014; 9:00-12:00PM EDT
Cost: \$59 [Register here!](#)

- **Legal Issues: Contracts, Patents, Internet Webpage Global Marketing-Company Presentations**

Tuesday, April 1, 2014; 9:00-12:00PM EDT
Cost: \$59 [Register here!](#)

U.S. Global Growth Conference: U.S. Export Controls and Compliance May 7th Latrobe, PA

Join us on May 7, 2014 for the 6th Annual U.S. Global Growth Conference through St. Vincent College Small Business Development Center (SBDC). This event will focus on U.S. export controls and compliance. Export compliance is more than just conducting business ethically. It is your legal obligation as an exporter and as a company executing contract work for the U.S. Government. A strong compliance program provides ongoing training for management and employees in order to keep current with requirements.

Learn how to conquer export compliance changes and challenges.

- Export Control Reform
- Changes in Foreign Trade Regulations
- New AES Requirements
- Compliance Basics, ITAR & More

*Certificates of completion will be provided to attendees for company compliance management program records.

For more information, please call St. Vincent Small Business Development Center at 724-537-4572 or e-mail at sbdc@stvincent.edu.

**Coming Soon: "Pop-Up" Canada Week April 7-11, 2014 in Pittsburgh
Find more opportunities to sell to Pennsylvania's #1 export market!**

INTERNATIONAL EVENTS AND TRADE SHOWS:

Spotlight: Trade Mission to the Caribbean Region June 8-13, 2014

The U.S. Department of Commerce, International Trade Administration (ITA), is organizing a trade mission to the Caribbean region, in conjunction with the Department of Commerce's Trade Americas - Opportunities in the Caribbean Region Conference in Santo Domingo, Dominican Republic. The Department of Commerce's Trade Americas - Opportunities in the Caribbean Region Conference will focus on:

- Regional and industry-specific sessions
- Market entry strategies
- Logistics
- Trade financing resources
- Pre-arranged one-one-one consultations with U.S. Commercial Service Commercial Officers and/or Department of State Economic/Commercial Officers

For more information, call our office at 412-644-2800.

CIM 2014 Convention May 11-14, 2014 Vancouver, Canada

Can your company afford to miss out on \$136 billion in projected spending over the next 10 years? Join the U.S. delegation to the **Canadian Institute of Mining Convention**, Canada's largest mining event. This convention attracts approximately 6,000 decision makers from 49 countries. U.S. suppliers of mining equipment and services; automation, robotics, and engineering; construction equipment and services; environmental risk/impact assessments; and sustainable oil field and mine water management are welcome to attend. By joining the U.S. delegation, you will receive:

- Meetings with industry leaders, finance and legal experts; and Canadian mining procurement opportunities
- A targeted marketing campaign promoting your company's goals and objectives
- Access to an exclusive networking dinner and breakfast hosted by the Commercial Service and the U.S. Consulate General Vancouver.
- Exposure to your product literature at the U.S. Commercial Service booth
- Your company profile featured on Canada's U.S. Commercial Service website

- Free registration to the exhibition (\$40 value)
- Access to Expo! Opening Reception

Registration costs \$1,400. Interested? For more information, please contact: Ryan Russell, U.S. Commercial Service 412-644-2817 ryan.russell@trade.gov

Other Upcoming Events:

- [ConstruExpo 2014 in El Salvador - Catalog Show](#) (March 27-30; San Salvador, El Salvador)
- [FOR FAMILY \(FOR PETS, FOR SENIOR, FOR KIDS, FOR TEENS\) Catalog Fair](#) (April 3-6; Prague, Czech Republic)
- [Kazakhstan Education Fairs](#)(April 5-6; Almaty & Shymkent, Kazakhstan)
- [Hannover Messe 2014](#) (April 7-11; Hannover, Germany)
- [PECOM 2014](#) (April 8-10; Villahermosa, Mexico)
- [China Refrigeration 2014](#) (April 9-11; Beijing, China)
- [Water, Energy, Technology & Environmental Exhibition \(WETEX\) 2014](#) (April 14-16; Dubai, United Arab Emirates)

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 100 nationwide and 140 overseas offices of the U.S. Commercial Service. 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!](#)

Want more export news? Visit [Export News online](#) or check out our annual Pennsylvania-wide newsletter, [PA Global Compass!](#) You can also follow us on [Facebook](#) or [Twitter](#).

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