



# Trade World Wisconsin

U.S. Commercial Service  
- Milwaukee

Issue 4 August 2013

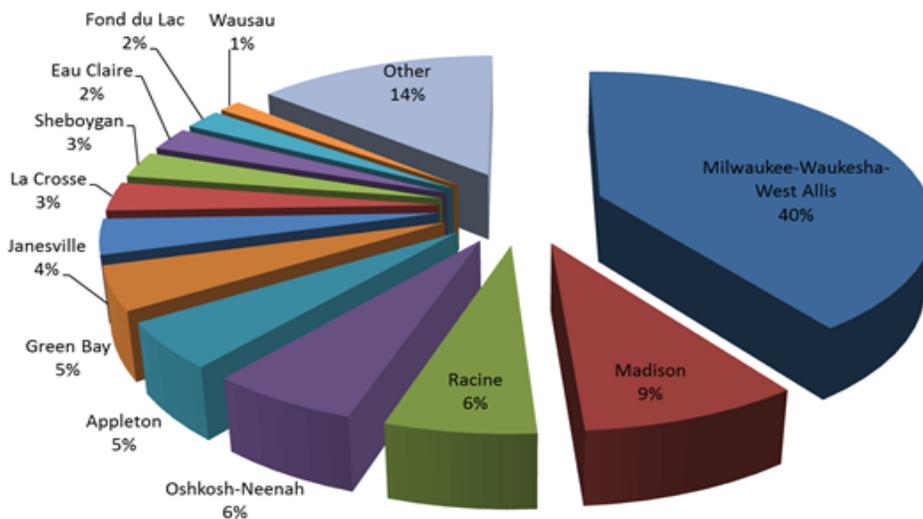
## NEW WISCONSIN TRADE DATA

On August 8, 2013, the U.S. Department of Commerce announced that new data shows Wisconsin merchandise exports increased 0.4 percent in the first half of 2013 compared to the same period of 2012, growing from \$11.66 billion to \$11.70 billion. This was a record high export level for the state.

Wisconsin's merchandise export sales in the first half of 2013 outpaced the 2012 figures in many top destinations, including: the United Arab Emirates (+268 percent); Mexico (+19 percent); China (+11 percent); Korea (+11 percent); and Japan (+3 percent). Key merchandise export categories include: machinery manufactures; computer and electronic products; transportation equipment; food and kindred products; and chemicals.

This news comes after a July 2013 release that showed merchandise exports from the Milwaukee-Waukesha-West Allis metropolitan area totaled a record \$9.2 billion, an increase of 4 percent or \$349 million from 2011 to 2012. This growth helped Milwaukee to remain a top metropolitan area for exports in 2012.

WI Exports Based on Metropolitan Areas



The figure showcases the share of Wisconsin exports by the state's metropolitan areas.

## Wisconsin Eye Trade Interview

Damian Felton, Director of the U.S. Commercial Service office in Milwaukee recently sat down with Wisconsin Eye to discuss the most recent export figures regarding the state. To watch the interview [click here](#).

### Issue Contents:

<i>Wisconsin Export</i>	1
<i>Wisconsin Eye Interview</i>	1
<i>Intellectual Property Rights Seminar</i>	2
<i>China and Your IPR</i>	2
<i>Penny Pritzker</i>	3
<i>AES Compliance</i>	4
<i>SelectUSA Investment Summit</i>	4
<i>Energy &amp; Environment Mission to SE Asia</i>	5
<i>Market Research</i>	5-6

U.S. Commercial Service  
1025 N. Broadway R01  
Milwaukee, WI 53202  
414-297-3473  
[Export.gov/Wisconsin](http://Export.gov/Wisconsin)  
[Office.milwaukee@trade.gov](mailto:Office.milwaukee@trade.gov)

**Damian Felton**  
Director  
(414) 297-3475  
[Damian.Felton@trade.gov](mailto:Damian.Felton@trade.gov)

**Koreen Grube**  
International Trade Specialist  
(414) 297-1853 | cell (414) 217-8333  
[Koreen.Grube@trade.gov](mailto:Koreen.Grube@trade.gov)

# STOPfakes.gov

## *Intellectual Property Rights Seminar for Exporters*

The STOPfakes.gov IPR Road Show will be coming to Milwaukee and Madison to speak with Wisconsin companies looking to learn how to protect and enforce their intellectual property rights (IPR) in the U.S. and in foreign markets. This is also a forum for U.S. Government officials to interact directly with Wisconsin businesses about their IPR protection strategy internationally and provide them with free one-on-one consultations.



**RADER**  
*School of Business*



MADISON INTERNATIONAL  
TRADE ASSOCIATION  
*connecting, informing, empowering*

**Milwaukee - 8:30-1:30 - September 17, 2013**

Register: [http://www.msOE.edu/continuing\\_studies/stopfakes.shtml](http://www.msOE.edu/continuing_studies/stopfakes.shtml)

**Madison - 8:30-1:30 - September 18, 2013**

Register: <http://mitatrade.org/events/details/the-stopfakes.gov-roadshow-protecting-your-intellectual-property->

## **China and Your Intellectual Property Rights**

Before leaving his post as a Patent and Trade Office Attaché in Guangzhou, Conrad Wong summed up the IPR issues in China. We wanted to share with our readers some of his thoughts on the subject!

If you are considering doing business in China, it is important you register your trademark in English, Chinese and Pinyin. If a bad actor already has misappropriated and registered the legitimate rights-holder's mark (a "trademark squatter," which is an endemic problem in China), the rights holder may wish to consider developing a mark solely for China, rather than try to fight the squatter and pay some exorbitant licensing or purchase fee.

It is imperative that companies use the existing Chinese system to make claims against trademark infringement. The enforcement system is not perfect, but the Chinese Government is trying to put more resources into addressing IPR misappropriation and misuse. Administrative trademark enforcement, through the State Administration for Industry and Commerce (AIC), is fairly quick and responsive. There are AIC offices everywhere down to the district level and administrative patent enforcement at the provincial and municipal levels, allowing for easier access for patent-related infringement.

Many rights holders try to do business in China without the benefit of expert advice on the ground, in-country. Rights holders need to retain a China-based IP firm that knows Chinese law, and how the law, the courts, and agencies treat IP. These law firms, working with the rights holder's U.S. law firm, also can devise strategies for careful use and possible licensing of IP in China, and provisions to protect it.



## Penny Pritzker Sworn as 38th Secretary of Commerce

**Commerce News, Office of Public Affairs** WASHINGTON – Penny Pritzker was sworn in today as the nation’s 38<sup>th</sup> Commerce Secretary. As a key member of President Obama’s economic team, Secretary Pritzker will lead the U.S. Department of Commerce in carrying out the important work that gives entrepreneurs and businesses the tools they need to create jobs and keep the American economy growing, two of the Administration’s highest priorities. She will also work extensively with the business community, bringing their concerns and ideas to the forefront.

“I am pleased the Senate took bipartisan action to confirm Penny Pritzker as our next Commerce Secretary,” said President Obama. “Penny is a proven leader, a successful entrepreneur, and one of the most accomplished and highly-respected women in business today. She knows what it takes to build companies from the ground up, and she shares my belief in doing everything we can to help businesses and workers succeed and make America a magnet for good jobs. Penny will be a key member of my economic team as we continue to work to grow our economy and strengthen the middle class.”

“It is an honor to join President Obama’s economic team as Secretary of Commerce,” said Secretary Pritzker. “The Department of Commerce provides many unique assets that are critical to strengthening our economy, creating jobs, and ensuring America’s competitiveness - from support for manufacturing and exports, to the promotion of innovation, to the economic data that startups and businesses rely on. Our Department stands ready to serve as an active partner to the business community as we work together to continue building a 21<sup>st</sup> century American economy.”

Penny Pritzker was nominated by President Barack Obama to serve as Secretary of Commerce on May 9, 2013. She is a civic and business leader with more than 25 years of experience in the real estate, hospitality, senior living, and financial services industries. Ms. Pritzker served as CEO of PSP Capital Partners, and has previously developed such diverse companies as Vi (formerly Classic Residence by Hyatt), a leader in luxury living for older adults; The Parking Spot, a large U.S. network of off-site airport parking facilities; and Pritzker Realty Group.

President Obama appointed Ms. Pritzker to the President’s Council for Jobs and Competitiveness, which formerly advised the Administration on economic growth and job creation. Ms. Pritzker previously served on the President’s Economic Recovery Advisory Board. She has also served on the boards of Hyatt Hotels Corporation, Wm. Wrigley Jr. Company, Marmon Group and LaSalle Bank Corporation. She is past executive chairman of TransUnion, a global financial services information company.

Much of Ms. Pritzker’s civic work focuses on public education. She served as advisory board chairman of Skills for America’s Future, The Aspen Institute. Skills for America’s Future is a national initiative that brings together businesses, community colleges and others to prepare workers for 21st century jobs. In 2012, she helped launch Skills for Chicagoland’s Future, the first city model of Skills for America’s Future. Ms. Pritzker is past chair of the Chicago Public Education Fund, the first venture philanthropy to raise private equity to invest in public schools, and a former member of the Chicago Board of Education.

In 2012, Ms. Pritzker received the Woodrow Wilson Award for Public Service, an honor given to individuals who have served with distinction in public life and have shown a special commitment to seeking out informed opinions and thoughtful views.

Ms. Pritzker earned her bachelor’s degree in economics from Harvard University and J.D. and M.B.A. degrees from Stanford University. She and her husband Dr. Bryan Traubert have two children.

## AES Compliance Seminar and Workshop

**Seminar:** Census Bureau experts will cover the filing requirements of the FTR, how to classify your commodities by providing an understanding of the Schedule B classification requirements, as well as provide a thorough overview of the AES. The CBP experts will cover port requirements and efforts against terrorism and international narcotics trafficking. Bureau of Industry and Security (BIS) officers will highlight export control requirements.

**Workshop:** Get certified training on **AESpCLink!** Learn how to successfully file your Electronic Export Information (EEI) via the Windows-based desktop PC component, **AESpCLink**.

### Seminar

October 9, 2013 8:00AM - 4:30PM

Cost: \$195

### Workshop

October 10, 2013 Morning Class 8:30AM - 12:00PM, Afternoon Class 1:00PM - 4:00PM

Cost: \$65

For more information and registration click [here](#)

## Wisconsin Global Trade Conference

*Sponsored by Lakeshore International Networking and Knowledge Exchange (LINKE)*

**August 12<sup>th</sup> 7:30am-4:30pm**  
Blue Harbor Resort Sheboygan, WI  
\$100/person  
\$200/display table

Keynote speakers include Lt Governor Rebecca Kleefisch and Special Agent FBI, Byron Franz. For more information, brochure [click here](#)

Questions? Contact Global Education:  
[global.education@gotoltc.edu](mailto:global.education@gotoltc.edu)  
920.693.1708

## SelectUSA Investment Summit

Marriott Wardman Park Hotel  
Washington, D.C  
10/31/13 - 11/1/13

The U.S. Department of Commerce's International Trade Administration is hosting the first-ever SelectUSA 2013 Investment Summit. The SelectUSA Investment Summit will connect investors - both foreign and domestic - with U.S. cities, states, and regions. These critical interactions will provide U.S. EDOs with unique access to investors and help them more effectively identify, target, and execute their investment attraction strategies. The Summit will also help companies more effectively navigate the U.S. business climate, connect with U.S. EDOs in a meaningful way, and ultimately invest in the United States. Participants will also have the opportunity to hear directly from senior Administration officials, state and local officials, and subject-matter experts.

Attendees will have access to:

- Unique networking opportunities and one-on-one meetings;
- Keynote speeches by industry experts, economic development leaders, and elected officials;
- Moderated panels on the latest investment trends and sector analysis;
- Break-out sessions about investment opportunities and programs;
- Information about investment-related resources in the United States;
- Exhibits from U.S. state and local (including regions and cities) EDOs.

For more information and registration click [here](#)

*Trade events include webinars and seminars on the fundamentals of exporting; counseling and other support at U.S. and international trade shows, recruitment of foreign buyer delegations to U.S. trade shows, and trade missions of U.S. delegates to foreign markets for one-on-one meetings with potential customers and partners.*

## Energy & Environment Mission to Thailand, Malaysia & the Philippines

September 15-21, 2013

Consider joining the U.S. Department of Commerce, U.S. Commercial Service Energy and Environment Trade Mission to Thailand, Malaysia, and the Philippines from September 15-21, 2013. This mission is designed to provide a powerful opportunity to explore these emerging markets, including briefings, networking receptions, and one-on-one business meetings with potential customers, partners and local representatives.

How will this trip benefit you? With rising consumption and renewable energy unable to fulfill all of these nation's needs, oil and gas make up majority of the energy consumption in these markets. Oil and gas exploration and development, enhanced recovery technologies, pipeline construction, oil and gas field services and equipment, LNG facilities are a few of the best upcoming subsector prospects. If you are interested in attending this Trade Mission click [here](#) for a brochure with further information and [here](#) for a link to the application. Apply now, for space is limited! Registration deadline is August 23<sup>rd</sup>.

If you have any questions feel free to contact: David McCormack -- International Trade Specialist -- [David.McCormack@trade.gov](mailto:David.McCormack@trade.gov)

## Market Research Reports from the U.S. Commercial Service

*\*These market research reports are available only to U.S. companies and students/researchers that are registered with [export.gov](http://export.gov)*

**Panama: Medical Equipment**--The medical equipment market in Panama continues to be strong as a result of increased demand by the public sector caused by new hospital and clinic projects as well as a growth in employees within the national social security system. Government spending represents more than 60% of the national market of medical equipment. The Panamanian economy has continued to grow and unemployment has reached historic low levels. The private hospitals, although not showing as strong a level of growth, have kept a stable demand as they are always renewing equipment and facilities in order to remain competitive in a dynamic market. Many Panamanian doctors have been trained in the U.S. and are very familiar with U.S. equipment and medical practices. Most large private hospitals keep affiliation with U.S. hospitals and health organizations. However, competition from Europe and Asia has increased as those countries have implemented aggressive financing and marketing practices. The recently implemented Trade Promotion Agreement between the U.S. and Panama should contribute to strengthen the U.S. market position against its main competitors. For more reading on Medical Equipment in Panama click [here](#).

**Renewable Energy in the European Union**--One of the major components of the EU's Climate and Energy Package is to raise the share of EU energy consumption produced from renewable energy sources to 20% by 2020. Renewable energy sources (RES) help to reduce greenhouse gas emissions while diversifying the EU's energy supply and reducing dependence on oil and gas. The challenges of energy policy have been present in the EU for many years. These challenges include: tackling climate change, ensuring security of supply, reducing import dependence and lowering energy cost and contributing to Europe's industrial innovation and technological leadership. EU climate change and energy goals have been, and will continue to be, the driving force behind many pieces of EU legislation. In terms of direct market opportunities, EU climate and energy policies will certainly drive demand for innovative renewable energy technologies, products, and services that will help the Members States (and the EU as a whole) achieve their ambitious climate change and energy objectives. This report explains how EU policies may affect U.S. exporters and their ability to penetrate the EU market. For more reading on renewable energy in the EU, follow this [link](#).

## Market Research Reports from the U.S. Commercial Service

*\*These market research reports are available only to U.S. companies and students/researchers that are registered with [export.gov](http://export.gov)*

### Regulations for the Importation of Used Vehicles and Trucks into Mexico --

According to NAFTA, used vehicles older than 10 years were to be imported into Mexico from the United States duty-free beginning in 2009. However, new decrees were issued by Mexico, reducing imports of used vehicles into Mexico through regulations and requirements. These measures were adopted in response to concerns about older used vehicles that were raised by local governments and private vehicle associations in Mexico, such as higher pollution generation, fuel efficiency limitations, higher maintenance costs, low mechanical conditions, reduction of new car sales, as well as the inherent difficulty in tracking and identifying older used vehicles involved in criminal actions or violations. The combination of these factors and others, forced the Mexican government to put in place some requirements to control the importation of older used vehicles. For more information on these regulations, click [here](#).

### Upcoming Trade Missions

*Click on the mission title for more information)*

#### **Sept. 9- 12:**

[Multi State, Multi Sector Trade Mission to Columbia](#)

#### **Sept. 15-21:**

[2013 Energy and Environment Trade Mission to Thailand, Malaysia, and the Philippines](#)

#### **Sept. 16-18:**

[Legal Services Trade Mission to China](#)

#### **Sept. 23-26:**

[Auto Supply Chain Trade Mission to Mexico City and Monterrey, Mexico](#)

#### **Oct. 23-30:**

[Education Trade Mission to Philippines and Malaysia](#)

To unsubscribe from our newsletter, please [email](#) us.