



EXPORT NEWS, January 2015

The U.S. Commercial Service (CS) is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. CS trade professionals in over 100 U.S. cities and in more than 75 countries provide customized business solutions to help U.S. firms increase sales to new global markets.

NEWS

Senior International Trade Specialist Nyamusi Igambi to Lead Kansas City Export Assistance Center. After 14 years in the Houston office of the U.S. Commercial Service, native Houstonian Nya Igambi is moving to Kansas City. She has been the co-editor of *EXPORT NEWS* since 2000 and many of you have worked with her over the years. Her final day in the Houston office is January 9. If you would like to send Nya a note, her email address is: Nyamusi.igambi@trade.gov.

North Korea-Related Executive Order. On January 2, the President signed an Executive Order *Imposing Additional Sanctions with Respect to North Korea*. For details including the list of names, see: <http://www.treasury.gov/resource-center/sanctions/OFAC-Enforcement/Pages/20150102.aspx>.

Stopfakes.com – Counterfeit and Pirated Good Cost the U.S. 750,000 Jobs Annually. Stopfakes.com is dedicated to stopping the sale of counterfeit/knock off product and preventing the sale online.

Ex-Im Bank's 2014 Annual Report Released. The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Ex-Im Bank is an independent, self-sustaining federal agency that exists to support American jobs by facilitating the export of U.S. goods and services. In FY 2014, Ex-Im Bank supported \$27.5 billion worth of U.S. exports and 164,000 export-related American jobs. See: <http://www.exim.gov/about/library/reports/annualreports/2014/Annual-Report-FY2014.cfm>

TRADE LEAD *Contact your trade specialist for details on the leads below.*

- **Russia: Seeking Cosmetics/Beauty and Health/Well Being goods.**
- **Malaysia: Firm seeking oil and gas products/services.**

MARKET RESEARCH *If not noted, please contact your trade specialist for the resources noted below.*

ITA Civil Nuclear Energy Top Markets Study – An Assessment Tool for Promoting U.S. Civil Nuclear Exports. The Study is part of ITA's Civil Nuclear Trade Initiative (CNTI), an effort to strengthen the competitiveness of the U.S. nuclear industry by identifying the industry's trade challenges and commercial opportunities and coordinating public and private sector cooperation to address these issues. See: http://export.gov/civilnuclear/eg_main_081332.asp

China: Cross-border eCommerce, January 2015. Chinese consumers in 2014 were expected to spend \$345 billion shopping online, surpassing all other countries including the world's current largest online retail market, the U.S. The report is produced by the U.S. Commercial Service in Shanghai.

HOUSTON-AREA - Conferences, Training and Trade Shows

Mexico's Energy Reform: Oil & Gas Opportunities for U.S. Business *January 20*, Federal Reserve Bank, Houston
The U.S. Commercial Service with the support of the Houston District Export Council will host a morning program featuring speakers from PEMEX, the National Hydrocarbons Commission and The Mexican Petroleum Fund. The event will be moderated by energy industry specialists from the U.S. Commercial Service in Mexico City. Time: 7:30–10:30am
Cost: \$75.00. Space is limited so please register early. See: <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ea9mtc0755392d70&oseq=&c=&ch=>

Myanmar: Gas Modernization Business Briefing *January 28*, Westin Oaks Houston at the Galleria. The U.S. Trade and Development Agency (USTDA) is sponsoring a Reverse Trade Mission (RTM) for a delegation of officials from relevant ministries and state-owned enterprises responsible for development, investment decisions and procurement in Myanmar's gas sector. Time: 8 am – 5 pm. Registration: www.regonline.com/myanmar

Australian-American Chamber of Commerce's 7th Annual Energy Conference - Breaking the Barriers *February 5-6*, The Westin Memorial City, Houston. The focus this year is on corporate and government teaming together to meet the challenges of our industry and the rapidly changing business and operational environment. See: <https://www.eventbrite.com/e/2015-aacc-energy-conference-tickets-13387758145>.

Upcoming Bureau of Industry and Security Conferences, Norris Conference Center (City Centre), 816 Town & Country Blvd., Houston.

- **Complying With the U.S. Export Controls** *March 11-12*. This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. Cost: \$475
- **Encryption / Technology Controls** *March 13*. This one-day program is led by BIS's professional counseling staff and will provide detailed and hands-on training regarding export and technology controls. Cost: \$200

Cost to attend both events: \$550. Register

at: <http://events.r20.constantcontact.com/register/eventReg?llr=qg6pm6iab&oeidk=a07eab1z88c6654dad3>

MISSIONS

Trade Mission to Malta and Turkey *March 1 - 7*. Led by the Houston Intercontinental Chamber of Commerce, with cooperation and support from the U.S. Department of Commerce, the mission is open to companies in all industries and will first stop in Istanbul, Turkey for meetings with government officials and Turkish companies and then head on to Malta for several days of meetings with Maltese government officials and companies. For more details contact Erica Reifel at 281.408.0866 or ereifel@houstonicc.org or Alan Richel, 832-248-1556, alan.richel@trade.gov

Safety and Security Mission to Morocco, Algeria and Egypt, *March 4-12*. Join the U.S. Department of Commerce on an executive-led business development mission to help U.S. firms in the safety and security industry find business partners and sell products and services in North Africa. Deadline: January 15, 2015. See: <http://www.export.gov/trademissions/safetysecurity2015/>

Joint Departments of Commerce and Energy SMART CITIES – SMART GROWTH BUSINESS DEVELOPMENT MISSION TO CHINA *April 12-17*. The United States Secretaries of Commerce Penny Pritzker and Energy Ernest Moniz will lead the mission which will focus on firms in sectors such as green buildings, building energy retrofitting, building management, green data centers, carbon capture, utilization, and storage (CCUS), energy efficiency technologies, clean air and clean water technologies, waste treatment technologies, smart grid and green transportation. Key elements will include business-to-government and business-to-business meetings, market briefings, and networking events. See: www.export.gov/ChinaMission2015

Trade Mission to Central America in conjunction with the Trade Americas - Opportunities in Central America Conference *June 21-26*. Organized by the U.S. Department of Commerce, the combination of the Trade Americas -

Opportunities in Central America Conference and business-to-business matchmaking opportunities in Guatemala and one of the other optional Central American markets will provide participants with access to substantive information about, and strategies for, entering or expanding their business across the Central America region. See: <http://export.gov/tradeamericas/tradeevents/trademissions/centralamericajune2015/index.asp>

U.S. COMMERCIAL SERVICE REGIONAL CONFERENCES

Discover Global Markets: SUSTAINABLE SOLUTIONS *February 9-11, 2015, Silicon Valley.* In cooperation with NASA, the inaugural DGM of 2015 will focus on opportunities for U.S. companies to meet global demand for sustainable solutions. The conference will address the link between advanced research and innovation, global business and planetary sustainability. Countries worldwide are implementing business practices and standards to conserve energy, preserve clean air and water, and use land more effectively – and U.S. companies can participate in these changes by offering world-class technologies, services and products. See: <http://www.export.gov/california/SustainableSolutions/>

SelectUSA Investment Summit, *March 23-24, Washington, DC.* The summit will feature investors from all over the world, as well as economic development organizations (EDOs) from every corner of the United States, high-level government officials, and others working to facilitate investment in the United States. And, new this year the will be a pre-Summit **SelectUSA Academy** for investors and EDOs interested in learning the basics on investing in the United States and attracting FDI. All attendees must register in advance, and registration may fill up quickly, so don't wait! See: <https://adobeformscentral.com/?f=LiTlzEDsY-xOCJMQQEUIlw>

Trade Winds—Africa: Business Development Conference and Trade Mission *September 14–21, 2015.* As an official U.S. Department of Commerce/U.S. Commercial Service conference and multi-sector trade mission, the event is your company's connection to business opportunities in Sub-Saharan Africa. Whether your company is new to this region or is looking to tap into new markets, this is the ideal launching point for expansion throughout the region. The conference portion will be hosted in South Africa, and you can increase your benefit by adding one or more additional participating countries to the itinerary. See: <http://export.gov/pennsylvania/tradewinds>

U.S AND AROUND WORLD - Conferences, Training and Trade Shows

Expo Manufactura Cintermex, *Monterrey, Mexico. February 3-5, 2015.* This Certified Trade Fair includes 310 international exhibitors from 20 countries and more than 10,000 visitors. Buyers from automotive, medical, aerospace, electronics and appliance manufacturing attend. U.S. exporters can present their products to an audience of selected buyers through the U.S. Buyers Conference program. See: www.expomanufactura.com.mx. For details, on the U.S. pavilion and CS services onsite, please contact: Mario Vidana at mario.vidana@trade.gov or +52 (81) 8047 3118.

DistribuTECH Conference 2015 *February 3-5, San Diego, California.* Meet one-on-one with U.S. Department of Commerce Energy IT/Smart Grid industry specialists from U.S. Embassies and Consulates worldwide. Participants will be briefed on individual market opportunities related to the energy IT sector as well as market potential for your products and services. All meetings will last 20 minutes. Cost: free. See: <http://export.gov/california/irvine/events/dt/index.asp>

World of Concrete *February 3-5, Las Vegas.* Meet one-on-one with potential buyers or partners as well as our U.S. Embassy Commercial Building Products and Equipment specialists to discuss market trends and opportunities for your business in their markets. For details, contact your trade specialist.

AUTOMOTIVE MEETINGS in Queretaro Mexico *February 23-25,* is a matchmaking program dedicated to automotive manufacturing capabilities and services. Prominent manufacturers have already confirmed their attendance and support to this initiative. Affordable packages include a schedule of customized meetings for each U.S. exporter, a shell scheme space for the arranged meetings as well as access to conferences. For \$3300 you can achieve a networking job that could take you years otherwise. See: <http://export.gov/industry/auto/b2bmexico056049.asp>.

AMERICANA 2015 International Environmental Technology Trade Show *March 17-19, Montreal, Canada.* For details on the U.S. pavilion, see: http://export.gov/canada/eventsforu.s.companies/americana/eg_ca_078912.asp

Asian Development Bank: The 6th Business Opportunities Fair (BOF) 2015 *March 25-26*, ADB Headquarters, Mandaluyong City, Philippines. A forum for consultants, contractors, manufacturers, and suppliers looking to provide goods and services for ADB projects. Network with peers in the industry, and with ADB sector specialists in the agriculture, natural resources, energy, public management, finance, transport, ICT, water, municipal infrastructure, health, and education sectors. See: <http://www.adb.org/news/events/6th-adb-business-opportunities-fair-2015>

OMC 2015 - Offshore Mediterranean Conference & Exhibition *Ravenna, Italy, March 25-27*. The OMC conference and exhibition has become one of the most important meeting places for all oil and gas operators; with over 13,700 participants from 32 countries worldwide, it is an event that offers a unique opportunity. The show is sold out but the U.S. Pavilion has space available. See: http://www.kallman.com/upload/spaceapp/pdfs/OMC_2015_Space_Contract_RE.pdf

MCE Deepwater Development, *March 24-26*, Excel, London,. Marine, Construction & Engineering (MCE) Deepwater Development is recognized as the leading conference addressing technical issues related to engineering, development, and production of oil and gas in deep and ultra deep-water arenas around the world. See: http://mcedd.com/wp-content/uploads/MCEDD2015_Call_for_Abstracts_9_small.pdf

PECOM 2015 *April 14-16*, Villahermosa, Mexico. The U.S. Department of Commerce Certified Trade Fair, the **Petroleum Exhibition and Conference of Mexico** (PECOM) is held annually in Villahermosa, Tabasco. The 2015 event combines a major exhibition of oil and gas companies from around the world together with a technical conference that will focus on present and future offshore operations. Contact: Jennifer Granda, OE Events Manager, ATCOMedia, at jgranda@atcomedia.com.

Green Bridge Forum Riga 2015 "Building the Bridge to Clean Technologies between European Union and Central Asian countries" *April 15-18*, Riga, Latvia. The Green Bridge Forum 2015 intends to bring together high-level politicians, government agencies, the leading innovators and researchers, leading experts in clean technology, business representatives, manufacturers and investors as well as opinion leaders of the EU, Central Asian and other countries. See: <http://www.greenbridgeforum.com/>

Expand Your Exports into Canada: Participate in the U.S. Delegation at the CIM Convention 2015 in Montreal, QC on May 9-13. Attend the Canadian Institute of Mining Convention (CIM) and develop potential partnerships in Canada's mining sector. Contact: Connie Irrera, Commercial Specialist (Montreal) at Connie.Irrera@trade.gov or 514-908-3662

WEBINARS & CONFERENCE CALLS

Webinar on Grid Modernization Opportunities in Brazil and Worldwide *January 7 @ 10 am Central*. Cost: free. See: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=5Q31>.

WEBINAR: Japan's Electricity Reform: Opportunities in the Restructured Market *January 8 @ 12 noon Central*. Japan's electricity market transformation is in the very early stages. Join Skipping Stone and the United States Department of Commerce for a Webinar that provides an overview of the transformation and explores the opportunities in Japan for U.S. energy retailers, technology companies, demand response, building automation, smart grid, energy management, trading and more. Cost: free. See: <http://export.gov/california/irvine/events/wsew/jer/index.asp>

Direct Line: The Philippine Market for Medical Devices and Services: Opportunities for American Companies *January 13 @ 5: 00 pm Central*. This webinar will cover the Philippine market for medical devices and services. It will provide an overview of the market, a discussion of the regulatory framework, and an outline of current and future market demand. Cost: free. To register, see: <http://www.state.gov/e/eb/directline/events/235541.htm>

Healthcare Industry Opportunities in Egypt, Jordan & Israel *January 21 @ 10 am Central*. Webinar is in support of the USDOC business development trade mission to Egypt, Jordan and Israel, with an optional stop in the West Bank to occur May 2015. Cost: free. See: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=5Q1C>

Canada Webinar Series: Temporarily Moving Goods & Tools Across the Border *January 28*. No cost. See: http://www.export.gov/eac/show_detail_trade_events.asp?EventID=35494&InputType=EVENT

****Please note: Our office has moved back to our original suite.*** See our current contact details below.

HOUSTON EXPORT ASSISTANCE CENTER
U.S. COMMERCIAL SERVICE | U.S. DEPARTMENT OF COMMERCE
1919 Smith St., **Suite 1026** | Houston, Texas 77002 | U.S.A.
New phone number 281-228-5650 | www.export.gov/texas/houston

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 [Houston Office](#).

##