

EXPORT NEWS, March 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.

★ Upcoming Bureau of Industry and Security Seminars in Houston ★

Sponsored by the Houston District Export Council in cooperation with the Houston Export Assistance Center, the below events will take place at the **Norris Conference Center (City Centre), Houston**. Cost to attend both events: \$550 (separate costs listed below). Register [here](#).

- **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

For additional Houston-area events, see below.

NEWS

Does Your Firm Face A Trade Barrier When Exporting? The U.S. Department of Commerce's [Trade Agreements Compliance Program](#) offers U.S. exporters and investors, the U.S. government's one-stop shop for remedying unfair situations in foreign markets. Using the provisions of trade agreements, we engage foreign governments to get barriers removed or mitigated as quickly as possible. There is no cost for this service. See [here](#) for details.

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

- **Costa Rica: Container Cranes for Moín Port.** Deadline to submit bids March 20.

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

World Bank Publications recently released (see link in titles).

- [Doing Business in Central America and the Dominican Republic 2015](#) compares business regulations in 6 Central American countries (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama) and the Dominican Republic. In addition to the capitals, the study collects data related to 15 subnational locations regarding regulations that affect 3 stages in the life of a small to medium-size domestic firm: starting a business, dealing with construction permits and registering property.
- [Doing Business 2015, Going Beyond Efficiency](#), a World Bank Group flagship publication, is the 12th in a series of annual reports measuring the regulations that enhance business activity and those that constrain it. *Doing Business* presents quantitative indicators on business regulations and the protection of property rights that can be compared across 189 economies—from Afghanistan to Zimbabwe—and over time.

HOUSTON-AREA - Conferences, Training and Trade Shows

Africa Insight Series: Ghana March 4, Houston. Sponsored by the Bilateral U.S. Arab Chamber of Commerce, this

morning program will feature The Honorable Dr. Ekwow Spio-Garbrah, Minister of Trade & Industry, Republic of Ghana. Cost: \$50. For details, see [here](#).

The Future Course of the U.S.-Russian Bilateral Relations *March 5*, Four Seasons Hotel, Downtown Houston. The U.S.-Russia Chamber of Commerce invites you to attend a dinner with Ambassador Thomas R. Pickering. Ambassador Pickering served as Under Secretary of State for Political Affairs (1997-2000) and as U.S. Ambassador to the Russian Federation, India, Israel, El Salvador, Nigeria, and Jordan. He also was the U.S. Ambassador and Representative to the United Nations in New York. Cost: \$125. Register [here](#).

New Developments of the Maritime Logistics in Colombia, Mexico & Houston *March 5*, Houston. Sponsored by The Colombia-Texas Chamber, learn from experts in maritime logistics about trends opportunities and challenges in Colombia, Mexico and Houston. Cost: free. Register: [here](#).

The U.S.-EU Trade & Investment Relationship: The Impact on the Houston Economy *March 31*, Baker Institute, Rice University. This morning program is led by the Greater Houston Partnership and Trans-Atlantic Business Council. Open to the public with the goal of providing information on the U.S.-EU Trade Agreement (TTIP), the event will feature Chairman Longoria from the Port of Houston, the U.S. CEO of BASF Corporation, and the international trade adviser to the Houston mayor to name a few. The program will explain how the trade agreement currently being negotiated will impact Houston. No fee to attend but all attendees must be registered [here](#).

MISSIONS

Healthcare Equipment, Services, and Technologies Trade Mission to Egypt, Jordan, and Israel *May 16–21*. The purpose of the mission is to introduce representatives from U.S. firms and related trade associations to the region and to promote exports of U.S. healthcare products and services. Delegates will receive market briefings and participate in customized meetings with prospective partners. Companies may also participate in a stop in the West Bank city of Ramallah at an additional cost. See [here](#).

Mining Trade Mission to Zacatecas, Mexico *June 1-2*. Meet with local government and private sector experts from Mexico's second-largest producing mining region. The Trade Mission will include networking opportunities, site visits, and one-on-one business appointments with interested local partners. For details, click [here](#).

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 [here](#).

U.S. COMMERCIAL SERVICE REGIONAL CONFERENCES

Discover Global Markets: The Americas *May 12-14*, Miami, Florida. Come explore new market opportunities and learn effective strategies from senior U.S. diplomats and business leaders in the region. Early bird fee (by March 27): \$345. See [here](#).

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 U.S., high-level government officials, and others working to facilitate investment in the U.S.. 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 U.S. and attracting FDI. All attendees must register in advance, and registration may fill up quickly, so don't wait! For details, click [here](#).

Asia/Pacific Business Outlook Conference *April 13-14*, Los Angeles, CA. The premier conference for exporters and investors targeting Asian markets. Get key intelligence on 17 markets by choosing from 60 focused sessions and private

one-on-one consultations. Early registrations (until March 13): \$799 (Use code **USCS15** to save an additional \$100 off the early bird rate). For details, click [here](#).

Middle East & Africa Business Outlook Conference *May 27-28, Dubai, UAE.* Interact with over 20 Senior U.S. Commercial Attaches and Specialists. Learn about sales and project leads in the GCC, Sub-Saharan Africa, North Africa and the Levant. See: [here](#).

Trade Winds—Africa: Business Development Conference and Trade Mission *September 14–21.* 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. For details, click [here](#).

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

Paris Franchise Show *March 22-25, Paris, France.* Join the U.S. pavilion at the leading franchise show in Europe with 35,000 visitors, including more than 2,000 international visitors seeking to represent brands in their home countries. See [here](#).

NPE 2015 – Then International Plastics Showcase *March 23-27, Orlando, Florida.* There is still space available to meet one-on-one with U.S. Department of Commerce plastics industry specialists from our overseas offices located in the U.S Embassies and Consulates. U.S. Commercial Service specialists representing 20 countries are scheduled to participate at NPE2015. See [here](#).

Interspill 2015 *March 24-26, Amsterdam, Netherlands.* The leading European oil spill conference and exhibition. Interspill 2012 attracted over 1,300 delegates, visitors and exhibitors from over 70 countries. Contact Ray Filbert with REED Exhibitions at rfilebert@reedexpo.com.

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. For details, click [here](#).

Hair Brazil - International Beauty, Hair & Esthetics Fair *March 28-31, São Paulo, Brazil.* A unique opportunity for cosmetic, perfume, hair and packaging companies to showcase their products at the largest industry event in South America! This opportunity includes Gold Key Service meetings with buyers from several regional delegations. See: Patricia Molinaro, 973-645-4682 ext. 212, Patricia.Molinaro@trade.gov.

SIMM 2015 *March 30-April 2, Shenzhen, China.* It is a leading trade fair in South China showcasing the latest developments in metal forming/fabricating, metal cutting, industrial automation/robotics, mold manufacturing and 3D printing. If you are interested in participating, contact: Linda Lu, CS Guangzhou, (8620) 3814-5718, linda.lu@trade.gov.

PECOM 2015 *April 14-16, Villahermosa, Mexico.* This annual event combines a major exhibition of oil and gas companies from around the world with a technical conference that will focus on present and future offshore operations. Contact: Jennifer Granda at jgranda@atcomedia.com.

Green Bridge Forum Riga 2015 “Building the Bridge to Clean Technologies between European Union & 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. For details, click [here](#).

Uganda: 2nd Annual Business Conference *April 22-23, Kampala, Uganda.* Sponsored by the American Chamber of Commerce (AmCham) of Uganda. Contact Kevin Price, Econ/Commercial Officer in Uganda on email PriceKC@state.gov.

El Paso – Juarez Industry Summit *April 30, El Paso, Texas.* Take advantage of this opportunity with OEM's in Mexico and suppliers to meet potential partners. Cost: \$25. Time: 9 am – 1 pm. Contact Robert Queen at Robert.Queen@trade.gov for details.

SAVE THE DATE! Offshore Technology Conference *May 4-7, Houston, TX.*

The U.S. Commercial Service is currently recruiting international buying delegations from over 30 countries and will organize various programs at OTC15 to assist U.S. companies export their products and services to these markets. A complete listing of USCS programs offered at OTC15 will be available on Thursday, March 5 [HERE](#).

Expand Your Exports into Canada: Participate in the U.S. Delegation at the CIM Convention 2015 *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.

African Utility Week *May 12-14, Cape Town, South Africa.* U.S. Department of Commerce certified trade fair with a U.S. Pavilion, AUW is one of the largest energy events held in the Sub-Saharan Africa region and typically attracts more than 5,000 participants and over 250 exhibitors. For show details, click [here](#). For more information on exhibiting in the U.S. Pavilion, contact Jean Claude Gelle, claude.gelle@trade.gov.

Disaster Resilient Infrastructure Development: Role of Technologies *May 19-20, Asian Development Bank Headquarters, Manila, Philippines.* U.S. suppliers, contractors and consultants that are interested in making presentations on this topic that is critical to the region and which translates into attractive business opportunities, please contact your trade specialist for details. Deadline for proposals – March 15.

POWER-GEN Europe *June 9-11, Amsterdam, Netherlands.* Join the U.S. Pavilion at Europe's premier event in the power generation sector, attracting 450 exhibitors and over 11,000 professional attendees from 100+ countries. See [here](#).

U.S. Pavilion at Global Petroleum Show *June 9-11, Calgary, Canada.* The event 2015 offers over 2,000 exhibiting companies; 60,000 attendees from over 95 countries; latest technology rigs, drives, casings, muds, fracturing and perforating, downhole, measurements and more. U.S. Pavilion exhibition space is available, as well as participation in a U.S. trade delegation to the show. Contact Crystal Roberts at crystal.roberts@trade.gov.

8th Annual U.S. Industry Program at the International Atomic Energy Agency (IAEA) General Conference *September 13-16, Vienna, Austria.* For the eighth consecutive year, the U.S. Industry Program at the IAEA General Conference will open the door for qualified U.S. companies to meet and engage with energy policymakers from around the world, gain first-hand information from U.S. Government officials about progress on regulatory, technology and standards issues that are essential to your international business, and showcase your technology to the hundreds of policymakers, IAEA professional staff, scientists and experts who attend this event. See [here](#).

WEBINARS & CONFERENCE CALLS *(See titles for links)*

[Korean Cosmetic Ingredient Market Webinar](#) *March 3 @ 6 pm Central.* This webinar will discuss opportunities in S. Korea, regulations for exporting cosmetic chemicals from the U.S. to South Korea and tips for entering the Korean cosmetic market. Cost: \$15.

[Export 2 Europe: Doing Business with the United Kingdom Webinar](#) March 5 @ 10 am Central. Join us to hear from experts about the UK as an attractive trade and investment partner, market opportunities, key industries, top tips for doing business, trade policy issues, and how you can tap into UK trade resources throughout the US. Cost: \$25

[Central American Webinar Series](#): Time: 12 noon – 1: 15 pm Central. Cost: \$35 each
March 4 ([El Salvador](#)), March 18 ([Nicaragua](#))

[Cyber Security Opportunities in Japan and S. Korea](#) March 10 @ 6 pm Central, Cost: \$25

[Japan's Energy and Nuclear Industries Webinar](#) March 10 @ 3:30 pm Central. Learn about upcoming CS Japan-supported events in energy and nuclear industries including the 30th NOA Conference on May 21 and the Japan-U.S. Decommissioning and Remediation Fukushima Recovery Forum on April 9-10. Cost: \$25.

[Explore Africa Business Opportunities Webinar Series](#): Time: 10 am – 11:15 am. Cost: \$160 for series, or \$40 each
March 4: ([Kenya and Tanzania](#)); March 19: ([Ghana](#)); April 1: ([Angola and Mozambique](#)); April 15: ([Ethiopia](#)); April 29: ([Nigeria](#))

[Saudi Arabia and Kuwait: Opportunities and Challenges in the Oil and Gas Sector](#) March 11 @ 8:30 am CST. Join the U.S. Commercial Service for an informational webinar that will highlight oil and gas opportunities and challenges in Saudi Arabia and Kuwait. Featured topics include an overview of both countries' oil and gas markets, current and future projects, trends, and best practices for American companies. Cost: \$25. For a complete agenda, click [here](#).

[Webinar - Mexican Oil & Gas Sector Opportunities](#) March 12 @ 1 pm Central. Topics for the webinar include: *Overview of the Mexican Oil and Gas Industry and Opportunities for U.S. Firms* featuring Mr. Sergio Guaso, Vice President of Finances and Administration, PEMEX Exploration and Production, and, *Opportunities for U.S. Companies: PECOM - What to Expect, Value Added Services Provided and Logistics*, Ms. Jennifer Granda, ATCOMEDIA Exhibitions. This webinar will be free for U.S. exhibitors at PECOM, and \$15 for non-exhibitors.

[Direct Line for American Businesses: The Philippine Market for Medical Devices and Services](#) March 18 @ 6 am Central. Cost: free.

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