

# U.S. Industry Program At the IAEA General Conference



## Frequently Asked Questions

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## Why is the U.S. Government organizing these activities and why should my company participate?

The U.S. Industry Program is part of the Department of Commerce-led Civil Nuclear Trade Initiative, a U.S. Government effort to help U.S. civil nuclear companies identify and capitalize on commercial civil nuclear opportunities around the world. The program helps the U.S. nuclear industry to promote its services and technologies to an international audience, including senior energy policymakers from current and emerging markets as well as the staff of the International Atomic Energy Agency.

## When and where will the U.S. Industry Program take place?

**When:** The U.S. Industry Program will begin with a Welcome Reception on Sunday, September 13, 2015. Specially organized events and meetings will be scheduled through Wednesday, September 16, 2015. The General Conference and U.S. exhibit will continue through Friday, September 18, 2015.

**Where:** The U.S. Industry Program will take place at multiple locations in Vienna, Austria.

The IAEA General Conference begins on Monday, September 14, 2015, and takes place in Vienna, Austria, at the Vienna International Center and the Austria Center Vienna, two adjoining venues located in Vienna's 22<sup>nd</sup> district. The IAEA General Conference concludes on Friday, September 18, 2015. For a closer look at the conference venues, please visit these websites:

<http://www-pub.iaea.org/MTCD/Meetings/PDFplus/GuideToVIC.pdf>

<https://www.acv.at/planen/raeume/spaces.html>

## What is included in standard participation at this event?

Standard participation includes:

- A pre-conference welcome briefing for U.S. industry and U.S. Government participants;
- An opportunity to include your literature in the U.S. exhibit at the conference;
- An industry networking reception with foreign policymakers;
- Specially arranged roundtable meetings with leading U.S. government officials;
- Specially arranged roundtable meetings with representatives of priority markets of interest;
- Specially arranged roundtable meetings with IAEA professionals;
- One-on-one trade counseling meetings with U.S. Embassy staff from your top markets of interest
- Access to the catered America Lounge

## Are there sponsorship opportunities?

In order to afford interested companies with the opportunity to define a higher profile during the program, we are offering a number of marketing partnership opportunities for the program. For more information about these opportunities, please contact one of our program coordinators (program coordinator list is at the end of the FAQ sheet).

## What is the pre-conference welcome briefing?

On the evening before the conference starts, we will offer participants the opportunity to get together with the U.S. government delegation for a pre-conference briefing that will help you get the most out of your time in Vienna. On the agenda: introductions within the group, an overview of the conference, U.S. policy goals and priorities, a review of the final agenda, and logistics and housekeeping matters, as well as an opportunity to address any other last minute questions and concerns.

## **What is the U.S. exhibit?**

The United States will support an exhibit within the IAEA General Conference venue to showcase U.S. nuclear energy policies, programs, technology and services. Participating companies will have the option to provide company literature and giveaways that will be integrated into the exhibit. The U.S. exhibit will be staffed by U.S. Department of Commerce staff throughout the conference. Exhibit staff will be instructed to note interest on the part of country delegates and pass those contacts to program participants. The exhibit will also serve as a meeting-point for U.S. company representatives at the conference.

## **What industry networking opportunities are planned?**

The U.S. industry reception will showcase the importance the U.S. Government places on the global expansion of the U.S. civil nuclear industry. During the event, participating U.S. industry representatives will be officially introduced to invited energy policy-makers from current and emerging overseas markets, as well as IAEA officials. Additional networking opportunities will be available between meetings, at the U.S. nuclear energy technology and services exhibit, and at various IAEA side events and receptions.

## **What meetings are planned with U.S. government officials and U.S. Embassy Commercial Staff?**

The program will bring industry together with top U.S. government leaders for a dialog about the global nuclear market and the challenges and opportunities it presents for cooperation to support the U.S. nuclear energy industry. Industry representatives will have a chance to voice their concerns directly to those responsible for formulating export trade regulations, and will be brought up to date on the latest developments in policies and legal requirements essential to international trade in the civil nuclear sphere. In addition, U.S. Embassy commercial staff from top nuclear markets of interest will be invited to attend this program. Each participant will be offered the opportunity to have one-on-one meetings with those individuals to discuss current opportunities, advocacy, and business matchmaking options in those markets.

## **How will U.S. companies be assisted in gaining access to country representatives and IAEA officials?**

Department of Commerce staff will be working closely with your company to assist you in meeting with the country representatives and IAEA officials that interest you the most. You will be encouraged to provide us with a list of your top markets of interest and international issues of interest; we shall use that information to put together our speakers programs and guest lists.

## **How can I determine if my company is eligible to participate in this program?**

Each applicant also must certify that the products or services it seeks to export through the mission are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have demonstrable U.S. content as a percentage of the value of the finished product or service. In the case of a trade association, the applicant must certify that, for each company to be represented by the trade association or trade organization, the products and services the represented company seeks to export are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have demonstrable U.S. content. In the case of an academic or research institution, the applicant must certify that as part of its activities at the event, it will represent the interests of constituents that meet the criteria above. Applicants from a company, organization or institution that is majority owned or controlled by a foreign government entity will not be considered for participation in the U.S. Industry Program. If you are unsure whether or not

your company is eligible to participate, please contact one of our program coordinators for assistance in making that determination (program coordinator list is at the end of the FAQ sheet).

## **How can my company register to participate?**

Registration will open January 5, 2015, and the deadline to register is June 5, 2015. To preregister, please follow this link: <http://export.gov/trademissions/iaeausindustryprogram/index.asp>

## **How does the registration process work?**

U.S. companies, U.S. trade associations, and U.S. academic and research institutions interested in participating in the trade mission must complete and submit an application package for consideration by the DOC. All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria as outlined below. Applications will be reviewed on a rolling basis in the order that they are received. A minimum of 15 and maximum of 50 companies and/or trade associations and/or U.S. academic and research institutions will be selected to participate in the mission from the applicant pool. The registration process takes place in two steps. First, we ask that you fill out a brief pre-registration form. Once we have determined your eligibility to participate in the program, we will send you a Participation Agreement that will enable you to register. Your registration becomes valid after full payment of the participation fee.

## **How much will it cost and how do I pay?**

The participation fee is \$3,300 for a large, small or medium-sized company (SME), a trade association, or a U.S. university or research institution. The fee for each additional representative (large company, trade association, university/research institution, or SME) is \$2,200. We strongly prefer to take payment using a major credit card; however, we can also accept payment by check. You will receive a participation agreement electronically, which you will be asked to verify and return. Upon processing of your payment in full, you will be sent an electronic receipt.

## **How many company representatives are included in the program?**

Each participating company is permitted to register up to two representatives. In the event that space is available after the registration deadline, we may be able to offer participating companies additional slots.

## **Is there a minimum number of participating companies required?**

A minimum of 15 and maximum of 50 companies and/or trade associations and/or U.S. academic and research institutions will be selected to participate in the mission from the applicant pool. The budget for this program is based on cost recovery from participation fees and marketing partners. If the minimum number of 15 is not met, we may be forced to curtail aspects of the program or cancel the program. Cancellation of the program will result in a refund of all unexpended fees to participants. Participants will be informed in advance about any substantive changes to the program, and will be offered a refund should they decide to cancel their participation.

## **Who gets my participation fee?**

The fees paid by participants are collected by the U.S. Department of Commerce and will be used to offset the costs associated with organizing this event.

## **What is the deadline for registration?**

The deadline for registration is **June 5, 2015**.

## **How do I incorporate my company's materials into the exhibit?**

The U.S. exhibit will showcase U.S. nuclear energy policies, programs, technology and services. After registration is closed, we will send detailed instructions to participating firms and organizations regarding the submission of literature and other materials.

## **What sort of on-site assistance can I expect?**

This event is fully supported by the U.S. Department of Commerce. Our staff will be at the conference venue to staff the exhibit, make sure all program elements run smoothly, facilitate meetings, and help participants with any questions.

## **Who will be invited to the industry networking reception?**

The industry networking reception will showcase the importance the U.S. Government places on the expansion of its nuclear industry in developing nuclear power globally. The guest list will be developed by the Department of Commerce with input from participating companies and organizations in order to ensure that nuclear decision-makers from your best prospect countries and IAEA staff that covers the issues most important to you are invited.

## **When should I arrive in Vienna and how long should I stay?**

We recommend you arrive in Vienna no later than Sunday, September 13, 2015, and stay until the end of the day on Wednesday, September 16, 2015. The IAEA General Conference will continue until Friday, September 18, 2015.

## **What about travel and lodging?**

Each participant is responsible for paying for and making his or her own room and travel arrangements. We are working to arrange a room block at a centrally located Vienna hotel. We will provide more information about this opportunity during the participant registration process.

## **What is the Civil Nuclear Trade Initiative?**

The Civil Nuclear Trade Initiative is a strategic effort launched in the 2008 by the U.S. Department of Commerce. Its objective is to identify the U.S. nuclear industry's most pressing trade policy challenges and most promising commercial opportunities, and to coordinate public and private sector efforts to address them in a way that supports U.S. industry's endeavors to rebuild its manufacturing base, increase exports, and create American jobs. For more information, please visit this [website](#) or contact Jon Chesebro ([jonathan.chesebro@trade.gov](mailto:jonathan.chesebro@trade.gov)).

## **How can I reach the organizers of this event?**

Inquiries can be addressed to one of our program coordinators:

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