



U.S. Commercial Service Northern California Trade Events Update

Lots happening this spring! Please mark your calendars for the following upcoming workshops, webinars, and trade missions. We have two upcoming [Discover Global Markets](#) forums you won't want to miss, and be sure to check out our new [FTA Tarrif Tool](#), for quick access to current and future year tariff information based on destination country and product category for 25 countries subject to US trade agreements.



Want to be the first to know about Northern California events?

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May Events and Webinars

May 3, 2016

WEBINAR: Trans-Pacific Partnership Country Overview

Presented by the U.S. Commercial Service

[Register for this event](#)

In this webinar, you will learn about the Trans-Pacific Partnership (TPP) and its impact on countries through TPP Country Factsheets. These TPP Country Factsheets provide detailed and current information about the treaty and its effect on countries economy.

May 3, 2016

Exporting Best Practices Workshop

Presented by Fresno Center for International Trade Development

Clovis, CA

[Register for this event](#)

Need more information to take your next step in the international marketplace? Have questions about exporting your product or services? Then this workshop is for you! It will cover all this and more during its single day session.

May 5, 2016

WEBINAR: Airport Infrastructure Development Opportunities in Brazil

Presented by the U.S. Commercial Service

[Register for this event](#)

Are you connected to the engineering, architecture, or construction sectors? Have you considered doing business in Brazil? Then attend our webinar on Brazilian Aviation Secretariat's plans to build new and expand existing airports in Brazil. Learn how your company can participate in modernizing and expanding Brazil's airports as part of Brazil's \$133 billion Logistics Investment Program (PIL). The webinar will also highlight the new "Brazil Transportation Resource Guide", issued by the U.S. Trade Development Agency. This guide provides best prospects for U.S. exporters in four primary categories - Airports, Highways, Ports, and Rail.

May 10, 2016

WEBINAR: Saudi Arabia & Kuwait's Safety/Security Markets

Presented by the U.S. Commercial Service

[Register for this event](#)

The security market in Saudi Arabia continues to develop rapidly. The government's privatization plans have triggered considerable security upgrades within the electricity, telecommunications, air-travel, water, oil and gas, railways and petrochemical sectors. Saudi Arabia is forecasted to procure \$14 billion worth of security systems & services over the next 3 years.

The Government of Kuwait has a stated plan to invest considerable sums in safety and security equipment through 2020. Kuwait defense and security forces will be looking to purchase surveillance equipment, perimeter security and control systems, security check point equipment (fences, crash barriers, cameras, access points), contraband detection systems, including scanning systems, and consulting services in security planning.

May 11, 2016

Emerging Markets Outlook: Latin America

Presented by Panama's Minister of Commerce and Industries

Weebly, 460 Bryant St., San Francisco

[Register for this event](#)

May 11, 2016

WEBINAR: Investing in Haiti

Presented by U.S. Department of State

[Register for this event](#)

U.S. Ambassador to Haiti Peter Mulrean invites U.S. companies to participate in the third installment of U.S. Embassy Port-au-Prince's "Investing in Haiti Series". This one hour webinar will discuss opportunities for U.S. businesses to invest in Haitian infrastructure projects. The Ambassador will be joined by Robert Paret Jr, ProFin Chairman and CEO. ProFin is a Haitian investment firm that issues securities, including bonds and shares geared towards the Haitian diaspora.

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May 11, 2016

WEBINAR: Business Opportunities in Peru

Presented by the U.S. Commercial Service

[Register for this event](#)

The Peruvian Government has aimed at integration with the global economy by signing over 15 free trade agreements, including the United States-Peru Trade Promotion Agreement (PTPA) which entered into force in 2009. U.S. goods exports to Peru increased from \$4.9 billion (2009) to \$10.1 billion (2014) in the first 5 years since the PTPA went into effect.

Peru total imports in 2014 were \$40.25 billion and the U.S. was the second largest Import Partner (21%) behind China (22%). Main import commodities include: petroleum and petroleum products, chemicals, plastics, machinery, vehicles, TV sets, power shovels, front-end loaders, telephones and telecommunication equipment, iron and steel, wheat, corn, soybean products, paper, cotton, vaccines and medicines.

May 11, 2016

WEBINAR: Construction/Electrical Equipment Opportunities in Mexico

Presented by the U.S. Commercial Service

[Register for this event](#)

Mexico is projected to be the world's 12th largest construction market by 2017, powered by improving economic conditions, low interest rates, and increased foreign investment. This webinar will highlight the demand for construction and electrical equipment in Mexico and strategies for developing the market. Additionally, representatives from the U.S. Embassy in Mexico City and the U.S. Consulate General in Guadalajara will discuss Expo Nacional Ferreteria, Latin America's largest construction and electrical equipment trade show - taking place in Guadalajara, Mexico, September 8-10, 2016.

May 11, 2016

WEBINAR: Healthcare Industry Opportunities in Southeast Europe: Bulgaria, Croatia, Romania, and Serbia

[Register for this event](#)

Bulgaria, Croatia, Romania, and Serbia are in the process of achieving structural reforms in healthcare. This complimentary webinar will explore these South Eastern Europe region markets and respective opportunities in the healthcare sector with focus on hospitals, medical, devices/equipment/technology/innovation and healthcare services. Discussion will also cover national strategies for each country and top 3 priorities in terms of medium to long term projects and more!

May 12, 2016

WEBINAR: Standard vs. Routed Export Transactions

Presented by U.S. Census Bureau

[Register for this event](#)

This webinar will address the two types of export transactions and the responsibilities of parties to the transactions. We will discuss how to differentiate between a standard and a routed export transaction, as well as clarify the responsibilities of parties involved.

May 12, 2016

WEBINAR: Seaport Infrastructure Opportunities in Brazil

Presented by U.S. Commercial Service

[Register for this event](#)

Join the U.S Commercial Service to learn how your company can participate in Brazil's plan to attract \$10.7 billion in ports investments, including establish new leases, renew of existing contracts, build private use terminals, and participate in security and dredging projects.

You will also learn how your firm may provide operation solutions and technologies for dredging, vessel traffic management, cargo tracking, and safety and security.

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May-July 2016

ExporTech Export Workshop Series

Presented by Solano County Economic Development Corp and MANEX

Fairfield, CA

[Register for this event](#)

This is a great opportunity for a handful of northern California manufacturers: Starting in May, six to eight manufacturers will have the chance to energize their export sales by participating in an exclusive, customized training program called “ExporTech.” Through three intensive daylong sessions spread over three months, each manufacturing firm’s leadership team will be immersed in export principles, focused to select the foreign market opportunities best suited to them, and guided in completing a detailed, customized export execution strategy. By the end of the series, they each will have their own detailed, individualized export plan.

May 18, 2016

Sacramento Regional Global Trade Summit

Presented by the U.S. Commercial Service, Northern California CITD, CA Office of the Governor

Sacramento, CA

[Register for this event](#)

Join the Los Rios Community College District’s Center for International Trade Development, the U.S. Department of Commerce and the California Governor’s Office of Business and Economic Development at our second annual Global Trade Summit. The Trade Center will provide a complimentary lunch during the Summit.

Our Keynote Speakers will host conversations about the Government’s role in supporting export activities of U.S. businesses. The Summit will cover the State’s Export Promotion (STEP) Program, the Trans-Pacific Partnership (TPP), and U.S. Embassy Trade Programs.

The Community College’s Board of Governors recently highlighted the

important role the Community Colleges play in regional economic development strategies. Sacramento's regional leaders have listed global trade growth as one of its top five goals. The Summit will provide a forum for community college faculty to network with regional business owners and employers who want a globally competitive workforce.

May 18, 2016

WEBINAR: Business Opportunities in Uruguay

Presented by the U.S. Commercial Service

[Register for this event](#)

The United States is Uruguay's 4th largest trading partner, and U.S. stock investments in Uruguay amounted to \$1.3 billion. In 2014, U.S. exports to Uruguay totaled \$1.6 billion. The lead sectors for U.S. exports include telecommunication equipment, security, IT computer hardware, fertilizers, renewable energy equipment, chemicals, construction equipment, agriculture equipment, environmental technologies, infrastructure, and education.

May 18, 2016

WEBINAR: Rapidly Evolving Defense Markets Part 1: Kuwait, Qatar and Morocco

Presented by the U.S. Commercial Service

[Register for this event](#)

Join the U.S. Commercial Service and Frost & Sullivan for a two-part series on "Rapidly Evolving Defense Markets". Following years of continued economic and military growth, the selected rapidly evolving countries will steadily increase military spending as each confronts the challenges of deterring external threats and addressing modernization requirements. This series will provide a market assessment for 2015-2025 of Kuwait, Qatar and Morocco (Part 1 on May 18) followed by Singapore, South Korea and Columbia (Part 2, on May 31). The webinars will cover projected defense spending for equipment and programs, opportunities and paths to market entry in each country. We will be joined by the Association of the United States Army, which will address support it provides industry in these regions.

May 19, 2016

WEBINAR: Are You China-Ready? Southwest China Tourism Market Briefing

Presented by the U.S. Commercial Service

[Register for this event](#)

China is rapidly becoming one of the most important outbound tourism markets in the world. According to the China National Tourism Administration (CNTA), Chinese outbound travelers reached 109 million in 2014, with 10 million more travelers than in 2013. The United States is becoming an increasingly popular destination for Chinese travelers. In 2014, China ranked as the 6th largest international market (and 4th largest overseas market) for the United States. According to the National Travel and Tourism Office within the U.S. Department of Commerce, China is expected to become the largest source of overseas travelers to the United States by 2020 (overseas excludes Canada and Mexico).

May 24, 2016

WEBINAR: Utilizing Letters of Credit

[Register for this event](#)

This webinar will guide you through the intricacies of Letters of Credit and how to make them work in your favor. We will cover the types of Letters of Credit, risk factors, how they work, and how you can best benefit with their use. In addition, the webinar will present common mistakes, along with misconceptions and documentation hints that delay or reduce payment and how you can avoid them.

May 31, 2016

WEBINAR: Rapidly Evolving Defense Markets; Part 2: Singapore, South Korea, Colombia

Presented by the U.S. Commercial Service

[Register for this event](#)

Join the U.S. Commercial Service and Frost & Sullivan for a two-part series on “Rapidly Evolving Defense Markets”. Following years of continued economic and military growth, the selected rapidly evolving countries will steadily increase military spending as each confronts the challenges of deterring external threats and addressing modernization requirements. This series will provide a market assessment for 2015-2025 of Kuwait, Qatar and Morocco (Part 1 on May 18) followed by Singapore, South Korea and Columbia (Part 2, on May 31). The webinars will cover projected defense spending for equipment and programs, opportunities and paths to market entry in each country. We will be joined by the Association of the United States Army, which will address support it provides industry in these regions.

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June Events and Webinars

June 1, 2016

U.S. Department of Energy Clean Energy Ministerial

San Francisco, CA

[Register for this event](#)

The United States will host the seventh Clean Energy Ministerial (CEM7) in San Francisco, California, on June 1–2, 2016. The annual meeting of energy ministers and other high-level delegates from the 23 CEM member countries and the European Commission will provide an opportunity for the major economies to collaborate on solutions that advance clean energy globally and demonstrate tangible follow-up actions to COP21.

In addition to U.S. Secretary Moniz, CEM7 is expected to include global energy leaders such as China’s Minister of Science and Technology Wan Gang, European Commissioner for Climate and Energy Miguel Arias Cañete, and India’s Minister of Power, Coal & New & Renewable Energy Piyush Goyal. Leaders from the business and investment community working in clean energy are also expected to participate as well as leaders from international energy organizations, foundations, research institutes, and academia.

June 10, 2016

Conference on Emerging & Critical Environmental Product Regulations

Presented by Association Connecting Electronics Industries

Palo Alto, CA

[Register for this event](#)

It is a continuing challenge to stay current on global environmental regulations and issues such as EU RoHS exemptions, China RoHS and EU REACH. That is why IPC and ITI are again joining forces to help keep you ahead of the curve.

At this conference you will learn firsthand from key officials with a direct role in the development and implementation of European Union (EU) regulations governing the electronics industry. Invited speakers include UK regulators Steve Andrews of the Department for Environment, Food and Rural Affairs (Defra) and Dave Symons of the UK National Measurement and Regulation Office (NMRO)

- Get current information on product environmental trends
- Stay ahead of global issues impacting electronics manufacturers
- Network with peers, customers and suppliers as you discuss substance restrictions, eco-labeling, market and consumer pressures, and more.

If you are in any way responsible for keeping your organization in compliance with environmental regulations, this seminar will provide the tools you and your organization need to comply with legal, regulatory and customer requirements.

June 14, 2016

WEBINAR: Cybersecurity Opportunities in Turkey

Presented by the U.S. Commercial Service

[Register for this event](#)

June 23, 2016

Export-Import Workshop

Presented by East Bay SCORE

Oakland, CA

[Register for this event](#)

This workshop covers a wide range of topics including:

- Getting started with successful export and import marketing
- Establishing procedures and policies for international transactions
- Developing relationships and making agreements with overseas businesses
- Learning the role of freight forwarders and customs brokers
- Financing international transactions

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2016 Discover Global Markets Business Forums



Discover Global Markets: The Americas

Ft. Lauderdale, FL

June 15-16, 2016

[Visit the website](#)

Discover Global Markets: The Americas will provide attendees with numerous resources and opportunities to succeed and grow their business within the Western Hemisphere. The 2-day conference will offer:

- Opportunity to meet one-on-one with U.S. Commercial Diplomats from over 20 countries.
- Updates on latest industry trends
- Breakout sessions on specific market overviews, refining your export strategy, e-commerce in Latin America, leveraging trade opportunities in the Americas, and more.
- Invaluable networking opportunities with U.S. trade officials, leading private sector experts, and exporters like you. Gain insight from leading

experts in the Americas on the following topics:

In addition to powerful keynotes, dynamic workshops and plenary sessions, you will have the opportunity to pre-schedule one-on-one meetings with U.S. Commercial Diplomats from 19 countries in the Western Hemisphere!



Discover Global Markets: Healthcare Connections

Seattle, WA

September 13-15, 2016

[Visit the website](#)

Discover Global Markets: Healthcare Connections is the must-attend event of the year! Featuring global updates on healthcare opportunities, regulations, and best practices for success. This conference will equip you to compete and win internationally. You will hear directly from industry leaders and connect with international buyers, network with healthcare companies from around the country and get breaking news on country market intelligence. This event will feature panels on opportunities in the medical device sector, diagnostics, health IT, global health, and more. Our U.S. Embassy-based industry specialists will give updates on country projects and regulatory framework.

- **One-on-One Consultations** with U.S. Commercial Diplomats: Meet with 20+ in-country U.S. Commercial Diplomats and industry specialists. Gain customized market intelligence to position your firm to succeed around the world.
- **Meet the Buyer:** Delegations of healthcare technology buyers and distributors are coming from select markets looking for new products. The sooner you register, the longer we can promote your company to attract the right delegations. Limited B2B meetings will be available for you to meet individually with international delegates.

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2016 U.S. Commercial Service Trade Missions

The following trade missions are open and accepting registrations:

- July 14 - 22 – [Water Infrastructure Business Development Mission to Singapore, Vietnam, and the Philippines.](#)
- September 5-13 – [Trade Winds Latin America – Chile, Peru, Bolivia, Paraguay, Uruguay, Mexico & Argentina](#)
- September 18-23 – [Certified Trade Mission to Uruguay and Brazil, Franchise Industry](#)
- September 26-30 - [Transportation Technologies, Equipment & Systems Trade Mission to Turkey](#)
- October 19-21 – [Subsea & Onshore Technology Trade Mission to Brazil](#)
- November 13-18 – [Safety and Security Trade Mission to Kuwait and Saudi Arabia](#)
- December 5-8 – [Cyber Security Business Development Mission to Turkey](#)

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New Free Trade Agreement Tariff Tool



Tariffs make US exports more expensive, which is why Free Trade Agreements eliminating tariffs are so useful. But even so, researching tariff treatment for products in specific markets can be a costly and time consuming process.

To the rescue comes the US Dept of Commerce's just-released, updated "Free Trade Agreement Tariff Tool." The online tool instantly displays current and future year tariff information based on

destination country and product category for 25 countries subject to US trade agreements. It also spells out the country of origin rules that determine whether a product is eligible for FTA benefits. [Access the Tariff Tool here.](#)

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Contact Us For More Information



Please click on one of the U.S. Commercial Service offices below for more information about us or any of the events listed in this newsletter.

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[Sacramento](#)

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