



Key Global Energy Activities:

Trade Events:

- POWER-GEN Europe**, Cologne, Germany, June 3-5, 2014
- POWER-GEN Brasil**, São Paulo, Brazil, October 21-23, 2014
- Distributech Brasil**, São Paulo, Brazil, October 21-23, 2014
- HydroVision Brasil**, São Paulo, Brazil, October 21-23, 2014
- CORCON 2014**, Mumbai, India, November 12-15, 2014
- Energy Business Development Mission to West Africa**

[POWER-GEN Europe](#)

Cologne, Germany,
June 3-5, 2014

Why you should be at
POWER-GEN Europe this year
POWER-GEN Europe is the
region's largest event dedicated
to power generation

- More than 12,000 energy decision-makers from over 100 countries will attend
- The two large halls hold 500+ exhibitors, many of whom potential customers or partners
- The co-located conference is an excellent opportunity for you to gain market intelligence
- By exhibiting at the U.S. Pavilion, you will minimize your costs and maximize the value of your participation at this premier event.

For more information, click on the hyperlink above, or contact
Marta.Haustein@trade.gov

[POWER-GEN Brasil,](#) [HydroVision Brasil &](#) [Distributech Brasil](#)

São Paulo, Brazil,
October 21-23, 2014

Co-located events, **POWER-GEN Brasil**, **HydroVision Brasil** and **Distributech Brasil** provide a strategic platform for information exchange, networking and new business development for the power generation market. With Brazil facing a need for a massive expansion of its energy and power sectors to keep pace with the demands of economic growth, these co-located events have technical conferences that will address key issues and hot topics, plus feature an exhibition showcasing hundreds of products and services from leading equipment manufacturers and suppliers.

For more information, click on the hyperlink above, or contact Igly Serafim at
Igly.Serafim@trade.gov

CORCON 2014

Mumbai, India
November 12-15, 2014

Learn

more/register: www.corcon.org

India loses more than \$40 billion a year - about 4% of the size of the total economy - due to corrosion in infrastructure and industrial processes. The U.S. Commercial Service in India identified Corrosion Control (CORCON) as a core sector and has formed a national team of commercial specialists and commercial officers to explore opportunities for U.S. companies. Currently, the new CS CORCON team is working with the National Association of Corrosion Engineers (NACE) to better understand the issues involved and develop export opportunities for U.S. companies in this sector, which covers a wide range of industries in the Indian economy.

For information on exhibiting at this event, contact: Dr. Samir Degan degansamir@mac.com or Sandeep Saxena (sandeep.saxena@corcon.org), NACE International India Section, Mobile: +91 9899108499



CORCON 2014 (Continued)

The U.S. Commercial Service will organize pre-scheduled business appointments for U.S. companies under our gold key service program (GKS). These meetings will preferably take place before or after the Corcon 2014 Show. These meetings will be confirmed after having a conference call with the US companies. The fee for a one-day GKS is \$700, but may vary depending on the company's size. U.S. companies interested in the GKS must sign up with USCS **not later than May 30, 2014**. USCS will only be able to handle a limited number of GKS requests. Please contact:

USCS – Mumbai
P. Srinivas, Commercial Assistant
Phone: 91-22-2672-4000
P.Srinivas@trade.gov

U.S. Secretary of Commerce Penny Pritzker Announces Energy Business Development Mission to West Africa

U.S. Secretary of Commerce Penny Pritzker today announced she will lead an Energy Business Development Mission to West Africa with stops in Ghana and Nigeria from May 18-23, 2014. This mission will promote U.S. exports to Africa by helping U.S. companies launch or increase their business in the energy sector in West Africa. It will also help the African region develop and manage energy resources and systems, build out power generation and transmission, and distribution.

"In line with President Obama's U.S. Strategy Toward Sub-Saharan Africa, this mission is an opportunity to connect U.S. company products, services and expertise to support Africa's enormous power potential," said Secretary Pritzker. "One of the Commerce Department's bottom-line goals is to increase the global fluency of U.S. businesses and make trade and investment a bigger part of the U.S. economy's DNA. Trade missions like these are one way of accomplishing these priorities."

The President approved the Presidential Policy Directive (PPD) on Sub-Saharan Africa on June 14, 2012, which has become known as the U.S. Strategy Toward Sub-Saharan Africa. The Strategy recognizes that Africa holds the promise to be "the world's next major economic success story," and this is the first time that promoting U.S. trade and investment has been a cornerstone of a PPD on Sub-Saharan Africa.

With more than 600 million people in sub-Saharan Africa lacking access to electricity, the power development challenge is enormous. More than two-thirds of the population is without electricity, including more than 85 percent of those living in rural areas. According to the International Energy Agency, sub-Saharan Africa needs more than \$300 billion in investments to achieve universal electricity access by 2030 – far beyond the capacity of any traditional development program.

Representatives of the U.S. Trade and Development Agency (USTDA), the Export-Import Bank of the United States (Ex-Im) and the Overseas Private Investment Corporation (OPIC) will be invited to participate to provide information and counseling regarding their suite of programs and services in sub-Saharan Africa. This collaborative interagency approach highlights the Doing Business in Africa (DBIA) campaign, which aims to harness federal trade promotion and financing capabilities to help the U.S. private sector identify and seize upon trade and investment opportunities.

The mission will make stops in Accra, Ghana and Lagos and Abuja, Nigeria.

Businesses interested in participating in this trade mission should complete an online application at the Africa Energy Mission website at <http://www.export.gov/AfricaEnergyMission2014> or call the U.S. Department of Commerce Office of Business Liaison at (202) 482-1360.

The application deadline is Friday, March 14, 2014.

ENERGY NEWSLETTER - JANUARY 2014

U.S. Department of Commerce
International Trade Administration

U.S. Commercial Service, St. Louis Office
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The U.S. Commercial Service "Energy Team" has compiled a brief synopsis of the energy sector for the following European markets:

- Austria
- Bulgaria
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Poland
- Slovakia
- Sweden
- Ukraine
- United Kingdom



To access the reports, please view our report on: [Energy Sector Europe](#) – or cut & paste the link below: [http://export.gov/static/Energy%20Guide%20-%20pdf Latest eg us ca 062506.pdf](http://export.gov/static/Energy%20Guide%20-%20pdf%20Latest%20eg%20us%20ca%20062506.pdf)

If you received this via hard copy and would like to receive updates/newsletters from the U.S. Commercial Service via email, please just send me your email address. Also, if there are countries of particular interest to you, please let me know. We may have market research on hand that we can share with you.

You can contact me at Kristi.Wiggins@trade.gov Telephone: 314-260-3787



Look South is a coordinated federal government effort led by the U.S. Department of Commerce to help more American companies “Look South” to do business with Mexico and the United States’ 10 other Free Trade Agreement (FTA) partners in Latin America. These 11 economies – Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, and Peru – all have a rapidly growing base of middle-class consumers and diversifying industries. The Look South Initiative will help businesses across the country explore these markets, learn about emerging opportunities, and tap into federal programs that can help companies get deals done.

Opportunities in the Caribbean Region Webinar Series

The Caribbean Region as a whole represents a market of about 23.5 million people who collectively imported over \$22.5 billion of U.S. goods in 2012. As a result, the region is the 3rd largest export market for U.S. manufactured goods in Latin America behind only Mexico and Brazil.

Opportunities in the Caribbean Region Webinar Series will provide valuable insights to new and experienced exporters who will gain knowledge of the export opportunities in this dynamic region. Companies will learn about the best prospects, financial and legal considerations and marketing strategies in the Caribbean Region. Participants will also understand and appreciate the cultural differences, economic conditions and technological capabilities of potential partners.

This webinar series is also a venue to prepare participating U.S. companies for a more successful experience during the upcoming U.S. Department of Commerce Trade Mission to the Caribbean Region being held on June 8-12, 2014 in Santo Domingo, Dominican Republic, with optional visits in Haiti, Bahamas, Barbados, Jamaica, and Trinidad and Tobago.

Upcoming webinars will feature:

Business Opportunities in the **Bahamas** Webinar / Date: Thursday, January 30, 2014; 12:00-1:15PM EDT

Business Opportunities in **Barbados** Webinar / Thursday, February 13, 2014; 12:00-1:15PM EDT

Business Opportunities in **Jamaica** Webinar / Date: Thursday, February 20, 2014; 12:00-1:15PM EDT

Business Opportunities in **Haiti** Webinar / Thursday, February 27, 2014; 12:00-1:15PM EDT

To see a listing of upcoming webinars please visit:

<http://export.gov/tradeamericas/tradeevents/webinars/opportunitiesinthecaribbean/index.asp>

Trade Mission and Business Development Conference June 8-12, 2014

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service (USFCS) are organizing a trade mission to the Caribbean, in conjunction with the *Trade Americas - Opportunities in the Caribbean region Conference* in Santo Domingo, Dominican Republic June 8-12, 2014.

For more details and to register, please visit:

<http://export.gov/tradeamericas/tradeevents/trademissions/caribbeanjune2014/index.asp>



U.S. COMMERCIAL SERVICE TRADE WINDS— THE AMERICAS

BUSINESS DEVELOPMENT CONFERENCE
AND TRADE MISSION

COLOMBIA | PERU | CHILE | PANAMA | ECUADOR | MAY 15-23, 2014

The **2014 Trade Winds** program includes an Americas focused business forum consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Foreign Commercial Service Senior Commercial Officers representing commercial markets throughout the region. The multiple trade mission stops will give participants the opportunity to conduct business-to-business meetings with firms in Colombia, Panama, Chile, Ecuador, and Peru.

With an increasing number of Free Trade Agreements having entered into force between the United States and South/Central American countries in the past few years, trade between the U.S. and Colombia, Panama, Chile, Ecuador, and Peru is booming. These countries now constitute some of the largest markets for U.S. exports.

Colombia, Peru, and Chile are some of the fastest growing economies in the region, integrating well within the global economy by opening up their markets to many countries and maintaining a stable political and business environment. Competition of foreign products in these countries however is low, with a high degree of acceptance of U.S. products. The United States, has the dominant share of the import markets of these countries, and the projected growth of trade and investment in this region is unlimited. Participating in the Trade Winds Forum will allow U.S. companies to fully maximize their advantages in this promising region.

For more details on the event and trade mission options, please visit:

<http://export.gov/pennsylvania/tradewinds/registration/index.asp>

Energy (including Renewable and Electrical Power Systems)

The following **Look South** markets are especially attractive for U.S. exporters of renewable energy and electrical power systems equipment and services.

Chile
Colombia
Dominican Republic
Honduras

Mexico (*Energy*)
Mexico (*Renewable Energy*)
Panama

For a market analysis and information about the opportunities in each market, please click on the links above. Or, if you are receiving this via "hard copy", please let me know if you'd like to have the links. I can send this to you via email. Contact me at Kristi.Wiggins@trade.gov