



## Trade World Wisconsin

*A newsletter from the U.S. Commercial Service office in Milwaukee*

### The U.S. Commercial Service – Your Global Business Partner

The New Year is in full swing and to celebrate, the U.S. Commercial Service office in Milwaukee is introducing a new and improved newsletter. We thought we would start by reintroducing ourselves and the services we offer to help your business export successfully.

The U.S. Commercial Service is the export promotion arm of the U.S. Department of Commerce's International Trade Administration. Our global network of more than 1,400 trade professionals is located throughout the United States, with an office right here in Milwaukee, and in U.S. Embassies and Consulates in more than 70 countries.

Our international offices represent 94% of U.S. export markets and these offices are staffed with Commercial Specialists, which are native to the country they are working in. The benefit is that our in-country staff know firsthand the market, business practices, the native language, as well as English. Our in-country staff know who all the major players are in a given industry and they also have established relationships with other government officials, which can be crucial.

Simply put, when you are looking for a potential partner in a country and you have someone from the U.S. Government walk in the door with their business card and say, I have a U.S. company that wants to do business with you, the target company is going to know that you are serious.

The U.S. Commercial Service office located here in Milwaukee can connect you with our offices around the world, as well as counsel you on the process of exporting (e.g., complying with U.S. export control requirements, complying with foreign import regulations, determining Schedule B numbers and foreign import tariff information).

#### What Your Global Partner Can Do For You:

- Locate foreign distributors, agents, and sales representatives
- Help you understand the export process
- Enter new markets faster and more efficiently

Contact Us Today!

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### U.S Commercial Services

1025 N. Broadway R01  
Milwaukee, WI 53202  
414-297-3473  
Export.gov/Wisconsin  
Office.milwaukee@trade.gov

#### *Damian Felton*

Director  
(414) 297-3475  
[Damian.Felton@trade.gov](mailto:Damian.Felton@trade.gov)

#### *Koreen Grube*

International Trade Specialist  
(414) 297-1853 | cell (414) 217-8333  
[Koreen.Grube@trade.gov](mailto:Koreen.Grube@trade.gov)

#### *Chelsey Libeck-Duszynski*

Export Specialist, Editor  
(414) 297-1852  
[ChelseyLibeck@trade.gov](mailto:ChelseyLibeck@trade.gov)

## Milwaukee Commercial Service Trade Events



### *Incoterms 2010: The ICC Rules Explained*

**Date:** June 6, 2013 8:30AM-12:15PM

**Host/Venue:** Fox Valley Technical College - DJ Bordini Center, 5 North Systems Drive, Appleton, WI.

**Deadline:** May 28, 2013

**Cost:** \$179

**Seminar Overview:** Frank Reynolds, author of INCOTERMS® for Americans will be presenting a half day seminar on the latest changes to Incoterm rules. These new rules take into account the post 9/11 cargo security regulations as well as the new Institute Cargo Insurance Clauses. Copies of the ICC publication of Incoterms® 2010 and Incoterms for Americans will also be included in registration fee. For information click [here](#).

*Trade events include webinars and seminars on the fundamentals of exporting; counseling and other support at U.S. and international trade shows, recruitment of foreign buyer delegations to U.S. trade shows, and*



*Are you looking to enter or expand in global markets?*

ExporTech™ assists Wisconsin companies in developing their international growth plans, provides experts who will vet their plans, and connects companies with organizations that will help them move quickly beyond planning to actual export sales. ExporTech™ is intended for executives and is designed for companies that are new to export or current exporters who are looking to identify new target markets. ExporTech™ is administered jointly here in Wisconsin by the Wisconsin Manufacturing Extension Partnership (WMEP) and the Northwest Wisconsin Manufacturing Outreach Center (NWMOC) and sponsored at the federal level by the U.S. Department of Commerce's National Institute of Standards and Technology and the U.S. Commercial Service.

**Upcoming Programs:**

- Stevens Point (WMEP) - 2/26/13
- Rhinelander (NWMOC) - 3/6/13
- Madison (WMEP) - 3/12/13
- Appleton (WMEP) - 4/16/13
- LaCrosse (NWMOC) - Sept 2013

For more information, contact:

Roxanne Baumann, Director of Global Engagement, WMEP

[baumann@wmeop.org](mailto:baumann@wmeop.org)

262.442.8279

Joni Geroux, Outreach Program Manager, NWMOC

[gerouxj@uwstout.edu](mailto:gerouxj@uwstout.edu)

715.232.5270

### *AES Compliance Program Seminar*

**Date:** October 9, 2013 8:00AM - 4:30PM

**Host/Venue:** Waukesha County Technical College, Richard T. Anderson (RTA) building, 800 Main Street, Pewaukee, WI.

**Deadline:** September 27, 2013

**Cost:** \$195

**Seminar Overview:** Speakers from the U.S. Census Bureau and port officers from the U.S. Customs and Border Protection (CBP) will cover the filing requirements of the FTR, classifying your product using Schedule B requirements as well as an overview of the AES. CBP will give information about port regulations and presenters from the Bureau of Industry and Security (BIS) will highlight export control requirements. For more information click [here](#).

### *AES Compliance Program Workshop*

**Date:** October 10, 2013 Morning Class 8:30AM-12:00PM Afternoon Workshop 1:00PM-4:00PM

**Host/Venue:** Waukesha County Technical College, Harry V. Quadracci Education and Technology Center (Q Building), 800 Main Street, Pewaukee, WI 53072

**Deadline:** September 27, 2013

**Cost:** \$65

**Workshop Overview:** Get certified training on **AESpCLink!** Learn how to successfully file your Electronic Export Information (EEI) via the Windows-based desktop PC component, **AESpCLink**

For more information click [here](#).

### *How to Develop and Export Management and Compliance Program*

*Hosted by the Outreach and Educational Services Division & The International Trade Association of Greater Chicago with the U.S. Commercial Service Chicago Illinois District Export Council*

**Date:** March 4-5, 2013 9:00AM - 5:00PM

Rosemont, IL

\$440/per person

This two-day conference provides expanded training on the development of an Export Management and Compliance Program (EMCP), as well as presentations from various agencies involved in export control compliance.

For more information click [here](#)

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 Attend Trade Events > Get Answers

**Welcome**  
 Did you know that nearly 70 percent of consumer lives outside the U.S. and two-thirds of the world's purchasing power is in foreign countries? Go where the customers are! There is significant opportunity for small businesses to profit through exporting.

**LEARN ABOUT EXPORTING** **READY TO EXPORT** **EXPAND MY EXPORTS**

Learn about upcoming training opportunities, review the Basic Guide to Exporting, and connect with counselors who can answer your exporting questions.  
[Learn](#)  
[Export Readiness Assessment | Where do I Start?](#)

**Most Popular FAQs**

- What documentation and forms do I need to export?
- How can I find export financing?
- How can I locate importers, distributors, sales reps, etc. in an overseas market?
- How can I determine the tariff rate for my product?
- What do all of these Free Trade Agreements do for me?

[See More FAQs](#)

**Readiness Assessment**  
 Take our Export Readiness Assessment and get started with exporting. Through the assessment you can decide you explore training and consulting programs, develop an export business plan, conduct market research, find foreign buyers, and finance your exports.  
[Begin](#)

<http://new.export.gov/> [1/23/2013 11:14:46 AM]

**Export.gov updated**

This month the U.S. government rolled out a new export.gov which promises to be more user-friendly and full of new features for business to utilize for free. We encourage you to take a look! Here are some features you'll find:

- The website now allows the user to create a **My Export** profile to personalize the site to their business.
- Search quickly for **trade events** and view/download on a calendar.
- Find answers quickly and easily with a dynamic **Frequently Asked Questions** tool.
- Identify next steps to expand your business from the **Export Readiness Assessment**.
- Locate export financing programs based on their **International Finance Assessment**.

Visit the site at <http://new.export.gov/>

## 2012 National Export Strategy

### Powering the National Export Initiative: Year 3

The 2012 National Export Strategy was released in December of 2012 and reports on the third year of the National Export initiative. Keeping the goal in mind to double exports by the end of 2014, the U.S. has seen significant gains in our national export market, with record breaking figures for both 2011 and 2012. The 2012 National Export Strategy details President Obama and his administrations continued commitment to export growth, as well as the implementation of key 2011 initiatives including the new export.gov site. Emerging economies and programs to tap into those markets are also featured. The report also gives recommendations to enhance programs and effectiveness.

To read the full report click [here](#)





### Doing Business in Africa

The Obama administration recently launched the Doing Business in Africa Campaign to spur economic growth, trade, and investment in sub-Saharan Africa. Sub-Saharan Africa is currently the 6 out of the 10 fastest-growing countries in the world, with the IMF predicting annual growth rate for the next two years to be between 5 & 6 percent. The government will be expanding trade missions to Africa as well as extending financing for businesses who engage in trade with the region. The online Africa Business Portal will be available to direct businesses to federal resources they need to succeed in African markets and will present export and investment opportunities. For more information and to read the Presidents message about the campaign click [here](#)

*The MWTA will be holding a lunch program on Africa, Feb 7, 2013. More info can be found [here](#)*

### Governor's Trade Mission to China

April 12-21, 2013

Beijing, Shanghai, Hefei and Harbin

Governor Walker will be leading a delegation of Wisconsin companies for the Trade Mission with the purpose of expanding Wisconsin exports to China and bringing Chinese investment capital to Wisconsin. The Mission will include customized business appointments to meet your particular business interests. The cost of participation includes one-on-one custom business meetings and several high level networking events.

China is the second largest economy in the world, with a GDP of \$11.3 trillion. Rapid economic growth, especially in urban areas, has led to a booming consumer market and vast infrastructure needs. It is estimated 2015, China (currently ranked 3rd) will be the world's largest luxury brand consumer, taking 29% global share. China is Wisconsin's 3rd largest export market, behind our neighbors, Canada and Mexico. Wisconsin exports to China grew almost 7x (680%) from 2000 to 2011. For 2011, Wisconsin exports to China totaled \$1.38 billion; for 3Q 2012, exports totaled \$1.33 billion, over 10% growth

Please consider traveling to China to help promote Wisconsin's advantages and your business' interests. WEDC looks forward to helping you explore opportunities in the Chinese market. For more information, including how to apply, please contact: [china2013@wedc.org](mailto:china2013@wedc.org) or visit our [Information and Registration Site](#).

MMAC Chinese New Year Celebration

Feb. 14, 2013, 5:00pm TO 7:00pm

Network with Milwaukee's experienced international business professionals and learn about Governor Walker's trade mission to China, scheduled for this April. To learn more about this event or to register click [here](#)

## Upcoming Federal Trade Missions

**April 14-16**

[Trade Missions to Egypt](#)

*Application deadline is March 14, 2013*

This trade mission will explore opportunities in the energy, renewable energy, infrastructure and safety and security technology sectors in Cairo, Egypt. Firms will gain market insights, make industry contacts, solidify business strategies, and advance specific projects, with the goal of increasing U.S. exports to Egypt. Mission will include one-on-one business appointments with pre-screened potential buyers, agents, distributors and joint venture partners; meeting with national and regional government officials; and networking events.

**April 15 - 16**

[Renewable Energy and Energy Efficiency Trade Policy Mission to Santiago, Chile](#)

*Application deadline is March 1, 2013.*

**Assistant Secretary of Commerce Nicole Lamb-Hale will lead RE&EE trade policy mission to Chile**

This mission will focus on creating a policy environment conducive to growth in Chile's RE&EE markets, introducing U.S. RE&EE exporters to key Chilean Government officials, and networking and exploring business opportunities with select private sector interests. Please note, Kallman Worldwide will Cover Trade Mission Fee for U.S. Companies that Exhibit at IFT Energy 2013 Trade Show Immediately Following the RE&EE Trade Policy Mission.

**May 13 - 16**

[Infrastructure Trade Mission to Colombia and Panama](#)

*There will be a webinar with more information about this mission on January 30th, 2013, at 2:00 pm. [Register now to participate in this webinar.](#)*

This mission will focus on helping U.S. companies' launch or increase their export business in the promising sectors within the transportation infrastructure markets of these two countries. The mission will include business-to-business matchmaking appointments with local companies, as well as market briefings, and networking events. Focus will be on export-ready U.S. firms in the following sectors: building products, construction equipment, electrical power systems, safety and security equipment, airport supplies, logistics and distribution solutions providers, port equipment, and intelligent transportation systems (ITS).

**May 21 - 24**

[U.S. Medical Trade Mission to Brazil](#)

The Medical Trade Mission to Brazil is intended to include a variety of U.S. medical/healthcare industry manufacturers (equipment/devices, laboratory equipment, emergency equipment, diagnostic, physiotherapy and orthopedic, healthcare information technology, and other allied sectors), service providers, and associations and trade organizations. The mission will introduce the participants to the government policies, end-users and prospective partners whose needs and capabilities are best suited to each U.S. participant's strengths.

**June 3 - 7**

[Healthcare Trade Mission to Russia](#)

*Application deadline is March 15, 2013*

This mission and will focus on creating a policy environment conducive to growth in Russia's Healthcare Market, introducing U.S. healthcare exporters and associations to key Russian Government officials, and networking and exploring business opportunities with select private sector interests. The Healthcare Trade mission will promote the competitiveness of U.S. medical equipment, dental equipment and biotechnology subsectors in a key emerging market and demonstrate U.S. Government support for Russia's healthcare sector goals

## Empower Your Supply Chain Seminar

March 5, 2013, 2-6 PM,  
Brookfield, WI

Juno Logistics is hosting a free seminar on the ever-changing trade environments of Germany and Mexico. The focus of the seminar will be on the Authorized Economic Operator (AEO) Security Changes, and on Mexican Trade & Logistics. The AEO program is the basis of trade security practices among the European Union. New security changes go into effect on March 25th, impacting both German exporters and U.S. importers. It is expected to have a significant impact on both the cost and transit time of shipments coming out of Europe. Speaker: Ralph Diringer, Managing Director, Streck Transport in Freiburg, Germany

Mexico Trade with the U.S. is on the rise. Economic analysts list Mexico high on the growth map in terms of manufacturing. This paired with a strong labor market and favorable demographics, all point to robust business activity. In this seminar, we will review the challenges and the logistics in doing business with Mexico. Speaker: Trudy Wilson, Mexico Trade Consultant, Global Training Center in Atlanta, GA.

For more information, including how to register, please visit [www.junologistics.com/empower](http://www.junologistics.com/empower)



## Market Research Reports from the U.S. Commercial Service

*\*These market research reports are available only to U.S. companies and students/researchers that are registered with [export.gov](http://export.gov)*

### Mexico: Financing Options for your Mexican Buyer

Despite being the United States' third most important trading partner and Latin America's second largest economy, many U.S. exporters are unsuccessful in selling or increasing their exports to Mexico due to the lack of information on financing options available to Mexican companies. Frequently, U.S. exporters lose sales because of the payment terms they demand of Mexican buyers without taking into consideration the challenges their clients face. US exporters should be aware of the fact that Mexican lending rates range from 8 to 18% per year. U.S. exporters are losing sales to Mexican buyers because they are demanding payment either by Confirmed Letter of Credit or Cash In Advance. To learn more about the main financing and payment options available to support U.S. exporters selling to Mexico, click [here](#)

### Argentina: Mining Equipment & Machinery

The mining industry in Argentina continues to expand following a sustained upward trend. Nevertheless, there are a significant number of mining projects throughout Argentina that have not reached their full stage of development. While we still experience the effects of the regulatory changes in general investment legislation and in specific mining-sector legislation in the early nineties that favored a significant increase in foreign investment in the industry, the sector's growth is propelled by local demand for mining machinery and equipment. Most of the 130+ companies with operations in Argentina reduced their activity level significantly during the recent world crisis in order to preserve their assets. Most of the market players are junior companies; however, sector dynamics and industry experts argue that investments will continue to evolve in favor of foreign suppliers in the marketplace. To learn more about the mining sector in Argentina and best prospects for U.S. exporters, click [here](#)

### 2013 Healthcare Technologies Resource Guide

This guide provides healthcare market information for 49 countries, detailing current demand and trends; market entry strategies and local events; registration processes and regulatory authorities; competitors and barriers; and a market segmentation snap shot of 10 subcategories. To access the guide click [here](#)

### Kazakhstan: Construction Industry

Kazakhstan's construction sector is expected to further improve in 2013. Residential, office, commercial and multi-functional projects developing in Astana, Almaty and Atyrau are plentiful. The Kazakhstani government is allocating funds for building new residential and administrative buildings, entertainment and sport centers, reconstruction of transport infrastructure, and water supply system in Astana with an estimated cost of \$6 billion dollars. The construction industry serving Astana is growing rapidly, but building materials of Astana and its outlying regions are in shortage. Construction materials used in Kazakhstan are mostly non-traditional such as concrete and foam blocks, which are predominantly imported. To learn more about the construction industry in Kazakhstan and how to best enter this market, click [here](#)

## Upcoming Webinars for February

(Click on the webinar title for more information)

February 5:

[Business Opportunities in the Philippines Webinar](#)

February 6:

[A Basic Guide to Exporting: Website Optimization to Attract International Buyers](#)

[Mexico Health IT Webinar](#)

[NAFTA Labeling Requirements for Exported Goods](#)

February 11:

[MEXICO'S METALWORKING SECTOR OUTLOOK](#)

February 12:

[Webinar: Exporting Cosmetics to Albania, Bulgaria, Poland, Romania, and Ukraine](#)

February 13:

[Webinar: Exporting Cosmetics and Beauty Products to Spain and Portugal](#)

February 19:

[Business Opportunities in Hong Kong Webinar](#)

February 21:

[Webinar: Update on European Union Regulations for Cosmetics and Beauty Products](#)

February 26:

[EU Supply Chains: A VAT and Transfer Pricing Perspective](#)

February 27:

[International Travel and Tourism Markets: Mexico](#)

For webinars scheduled for the coming months click [here](#)

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