



Trade World Wisconsin

U.S. Commercial Service
- Milwaukee

May 2014

News in International Trade

U.S. Secretary of Commerce Penny Pritzker Announces Next Phase of the National Export Initiative –NEI/NEXT

U.S. Secretary of Commerce Penny Pritzker announced NEI/NEXT – a data-based, customer service-driven initiative to ensure that more American businesses can fully capitalize on markets that are opening up around the world. Through five core objectives, NEI/NEXT will build on Administration-wide achievements under the National Export Initiative (NEI), to help all businesses reach the 95 percent of consumers who live outside the United States.

Under the NEI, the United States has had four straight record-breaking years of exports – hitting an all-time high of \$2.3 trillion dollars last year – up \$700 billion from 2009. The NEI has been instrumental in strengthening high-level commercial advocacy on behalf of U.S. companies, increasing small business participation in trade events, partnering with regions to develop export plans, expanding strategic partnerships to promote exports, implementing our trade agreements, enforcing U.S. trade rights, and driving the most ambitious trade agenda in a generation.

“In a [new economic report](#) released by the Department of Commerce, data shows that nearly one-third of the country’s economic growth since mid-2009 has been driven by exports. Nearly 30,000 businesses have started exporting for the first time. And most importantly, since 2009, the number of jobs supported by exports has grown by 1.6 million to more than 11.3 million – the highest in 20 years.

Yet still, too many American firms remain focused on domestic markets. Less than 5 percent of U.S. companies export, and more than half of those exporters sell to only one market. To help bridge that gap, and look for new opportunities to help U.S. businesses export, the Department of Commerce, along with 20 federal agency partners last year began to take a fresh look at the NEI and develop strategies that would help make trade a central part of America’s economic DNA. The end product of that interagency review resulted in five key strategies to help more U.S. companies reach more markets. The five objectives of NEI/NEXT include:

1. Connecting more U.S. businesses to their NEXT global customer with tailored industry-specific information and assistance.
2. Making the NEXT international shipment easier and less expensive, through efforts to streamline U.S. government export-related services, reporting requirements and processes, and speeding American goods to more markets through domestic infrastructure improvements.
3. Expanding access to finance for U.S. businesses’ NEXT export transaction, helping more exporters obtain financing to meet international demand, and ensuring more companies know what products and services are available to reduce risk and export to new markets with confidence.
4. Promoting exports and foreign direct investment attraction as the NEXT economic development priority in communities and regions across the country by enhancing partnerships with local and state leaders and by coordinating with SelectUSA, the U.S. government-wide program housed within the Department of Commerce to facilitate foreign direct investment.
5. Creating, fostering and ensuring U.S. business’ NEXT global opportunity by helping developed and developing economies improve their business environments, by opening new markets, and by establishing conditions and addressing barriers to allow more American exporters to compete and win abroad.

Underlying this entire strategy will be an effort to support the creation of improved data to help companies make decisions, to help communities integrate exports into their economic development plans, and to help us – as a government – gather feedback and continuously improve our efforts.

For more information on NEI/NEXT, including the strategic framework and fact sheet on the initiative and an interactive map showing state-by-state success stories please visit –<http://www.trade.gov/neinext>

Wisconsin Trade Programs

Export Compliance Seminar

June 10, 2014

The Wisconsin District Export Council will host a full-day training program focusing on export compliance. Upon completion of this program, you will be aware of the new export security requirements for all exporters. You will also have an 11 point checklist to guide you to full compliance on every export. You will leave the program that day with a better understanding of the export regulations and with specific tools and instructions on how to begin building a secure and compliant department and company. This seminar is structured for logistics, purchasing, sales, operations, quality personnel, customer service, and managers or those involved in the export order cycle.

Seminar topics include:

- Due Diligence - Knowing your Customer & Common red flags
- Checking the 7 Mandatory Denial lists
- Security Requirements and Penalties
- Country Specific Requirements
- Export Documentation and filing of the EEI
- Schedule B Classification
- NAFTA basics & Wood Packaging Requirements
- Insurance & Record keeping requirements



Midwest Buyer's Mission

July 23, 2014



Meet with international food buyers from Asia, Europe, Canada, India, Mexico, Central and South America, and the Middle East. Sign up for scheduled one-on-one meetings. Food Export In-Market Representatives from Brazil, China, Europe, Middle East, and Vietnam will be on hand to answer questions and assist with market specific insight. This is a great opportunity for Wisconsin food companies that produce products for the retail and food service industries. Early registration deadline is May 19, 2014. Final registration deadline is June 9, 2014. If you have any questions, contact Lisa Stout with WDATCP, Tel: 608-224-5126, Email: lisa.stout@wisconsin.gov

Wisconsin Trade Programs

Indonesia - U.S. Midwest Business Forum

Wednesday, June 4, 2014

9:00 AM – 2:00 PM

**at the Hyatt Regency Milwaukee
333 W. Kilbourn Ave, Milwaukee**

The Consulate General of the Republic of Indonesia in collaboration with the Metropolitan Milwaukee Association of Commerce's World Trade Association, Wisconsin Economic Development Corporation and the City of Milwaukee, cordially invites you to Indonesia-U.S. Midwest Business Forum, an annual event aimed to provide an avenue for Indonesian government officials and business executives to meet with their counterparts from the Midwest region to further develop mutually beneficial business relationship.

Several high-level officials from Indonesian Ministry of Trade, Ministry of Industry, Investment Coordinating Board, Provincial Government as well as the private sectors are expected to present at the event.

Sectors covered in the Forum include manufacturing industries, agriculture and food industry, energy, science and technology, infrastructure, healthcare, water technology, and other related areas.

**TO REGISTER, PLEASE CONTACT IIS WIDYASTUTI AT 312 920 1880 ext: 116 OR
IISWIDYASTUTI@INDONESIACHICAGO.ORG
RSVP BY JUNE 2, 2014**

Wisconsin Trade News

M. E. DEY & CO., INC. AND HURD WINDOWS RECEIVE PRESIDENTIAL AWARD FOR EXPORT SERVICE & EXCELLENCE

Each year the U.S. Secretary of Commerce issues on behalf of the President, the "E" Awards for Export Service & Excellence. This is the highest award that a company can receive in recognition of its exporting excellence. Two Wisconsin companies, M.E. Dey & Co. and Hurd Windows & Doors, were presented with this distinguished award last year in recognition of their contributions to the expansion of U.S. exports. These achievements by two Wisconsin companies were particularly remarkable as only 57 U.S. companies were presented with this distinguished award last year.

M.E. Dey & Co. is a fourth-generation Milwaukee based freight forwarding and export counseling company. Hurd has been manufacturing high-end custom windows and doors for over 94 years, with factories in Medford and Merrill. Both companies were nominated to receive the President's "E" award by the U.S. Department of Commerce's U.S. Commercial Service office in Milwaukee.



Market Research Reports from the U.S. Commercial Service

**These market research reports are available for free only to U.S. companies and students/researchers that are registered with export.gov*

[Asia & Pacific: Advance Procurement Notices for Foreign Government Tenders](#)

This Foreign Government Tender report from the US Commercial Service Asian Development Bank Liaison Office (CS ADB) augments our series of regular monthly reports that give U.S. exporters advance information on Asian government tenders. This report covers advance and ongoing procurement, as well as recruitment of consultants for projects that are funded by the ADB.

[France: 2014 Defense Business Overview](#)

Joint report on the French Defense industry released by the U.S. Commercial Service and Office of Defense Cooperation.

[Asia & Pacific: International Market Insight](#)

This International Market Insight (IMI) is a compilation of development projects funded by the Asian Development Bank (ADB). It is distributed monthly to alert U.S. firms to consulting and other procurement opportunities resulting from ADB loan projects, technical assistance (TA) and grants. In 2013, ADB provided \$13.19 billion for loans, \$849 million for grants and \$149 million for TA.1 This IMI can be your firm's link to these opportunities.

[Mexico Customs Process: Drawback Program](#)

The duty drawback program is designed for Mexican companies that import products from the U.S. - typically raw materials or component parts. It allows Mexican importers to claim refunds of duties paid on those imports, which typically are processed and assembled into a finished product, that are exported out of Mexico. The program benefits also apply to products and/or equipment that need to be repaired or modified after they have been imported under the definitive import regime.

[Germany: Household Care Products](#)

U.S. companies interested in entering the German market should therefore offer innovative products at competitive pricing; a professional market entry concept, willingness to open a subsidiary in Germany, and substantial funding for marketing and creating brand awareness are essential.

Upcoming Webinars

May 21, 2014—[Opportunities for the Defense Market in the Middle East](#)

May 22, 2014—[Accessing the European Aerospace Market and its Supply Chain](#)

June 3, 2014—[Opportunities in the European Defense Market](#)

June 5, 2014—[Navigating US Export Regulations When Selling Software/Software as a Service \(SaaS\) Internationally](#)

June 5, 2014—[Africa Border Surveillance and Anti-Poaching Opportunities](#)

June 10, 2014—[Ex-Im Bank Webinar Series: Extend Credit and Get Paid for Your Exports](#)

June 25, 2014—[Selling to the Government of Canada: Canada's Defense Procurement Strategy](#)

July 8, 2014—[Ex-Im Bank Webinar Series: Competitive Financing for Your Foreign Buyers](#)

Cross-border Business Travel Webinar: Best Practices for Travel between Canada and the U.S.

May 27
1:00–2:15pm (CST)

The Commercial Service office at the U.S. Consulate General in Toronto and the Ontario Chamber of Commerce would like to invite you to join our upcoming FREE webinar, '*Cross-border Business Travel Webinar: Best Practices for Travel between the U.S. and Canada*', taking place on May 27.

Do you have questions about the process for sending workers temporarily across the border? Maybe they're needed to perform after-sales warranty repairs, business development, or other tasks. Learn about these and other topics including:

Do I need to get a work permit or visa to do temporary work, business development or exhibit at trade shows?

Does NAFTA apply to my company?

What documentation is required at the border?

About the Speakers - Fragomen, Del Rey, Bernsen and Loewy, LLP:

Larry Linton: A Canadian Barrister and Solicitor, Mr. Linton is the Canadian Operations Leader in the firm's Toronto office. He practices all aspects of Canadian inbound immigration and citizenship law. Larry advises prominent clients on an ongoing, proactive and effective basis in matters pertaining to the cross-border transfer of their executive, managerial, professional and other key personnel to companies involved in business in Canada.

Cynthia Shearn: Cindy joined the firm in 1997, and since that time, she has practiced exclusively in the area of corporate U.S. immigration law. Cindy currently represents multinational corporate clients in such industries as management and technology consulting, manufacturing, civil engineering, and specialty chemicals. Her practice in U.S. corporate immigration law includes nonimmigrant visas, permanent residence, and I-9 and Labor Condition Application (LCA) compliance.

Department of Commerce Trade Missions

U.S. Department of Commerce Safety and Security Trade Mission to Panama and Colombia

September 22-26, 2014

Note: Registration deadline for this mission is midnight eastern time, June 20, 2014.

The U.S. Department of Commerce is organizing a Trade Mission to Panama City, Panama and Bogotá, Colombia, with an *optional* port security site visit to Cartagena, Colombia. The purpose of this mission is to assist U.S. companies in launching or increasing exports of U.S. safety and security goods or services to Panama and Colombia. The mission will include business-to-business matchmaking appointments with local companies, as well as market briefings and networking events.

The mission will focus on high potential safety and security opportunities in Panama and Colombia. Both countries have a growing safety and security sector. Panama's safety and security market in 2013 is estimated to grow to \$74 million. Port expansion, new airports, new mall development, the Metro transportation system, and the Panama Canal expansion will provide excellent opportunities for U.S. safety and security companies. In Colombia, the safety and security market is growing at an estimated rate of 5 to 10% per year. In addition, increased Colombian defense spending is providing opportunities for U.S. defense technologies, equipment, and services that overlap into the safety and security sector.

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[Renewable Energy and Energy Efficiency Trade Policy Mission to Peru](#)

November 12 - 13, 2014

The U.S. Department of Commerce's International Trade Administration (ITA) is organizing a Renewable Energy and Energy Efficiency (RE&EE) Trade Policy Mission to Lima, Peru from November 12-13, 2014. The mission is designed to be led by a senior Department of Commerce official, and will focus on: 1) creating a policy environment conducive to growth in Peru's RE&EE market; 2) introducing U.S. RE&EE exporters to key Peruvian Government officials; and 3) supporting the United Nations Framework Convention on Climate Change annual meeting (COP-20) hosted by Peru in December 2014.

The RE&EE trade policy mission will promote the export competitiveness of U.S. wind, solar, geothermal, biomass, hydropower, waste-to-energy, smart grid, and energy efficiency industries; and will demonstrate U.S. Government support for Peru's strong renewable energy and energy efficiency goals. The mission supports ITA's commitment in the Renewable Energy and Energy Efficiency Export Initiative (RE4I) to significantly increase U.S. RE&EE exports through the development and creation of new export opportunities.

Department of Commerce Trade Missions

INFRASTRUCTURE BUSINESS DEVELOPMENT MISSION TO MOROCCO, EGYPT, JORDAN

December 3-11, 2014

The United States Department of Commerce, International Trade Administration is organizing an Executive-led Infrastructure Business Development Mission to Morocco, Egypt, and Jordan from December 3-11, 2014.

The purpose of the mission is to introduce U.S. firms and trade associations to Morocco, Egypt, and Jordan's rapidly expanding infrastructure markets and to assist U.S. companies to pursue export opportunities in these markets. The mission is intended to include representatives from U.S. companies and U.S. trade associations with members that provide infrastructure-related technologies, project managers and implementers, as well as companies with efficient energy equipment and technologies. The mission will visit three countries, Morocco, Egypt and Jordan, where the delegates will receive market briefings and participate in customized meetings with key port officials and prospective partners. Participants may also opt to receive briefings on opportunities and have meetings in the efficient energy infrastructure market in the West Bank for an additional cost.

Targeted sectors include:

Efficient Energy Technologies, Equipment and Services

- Electrical generating equipment

- Gas and steam turbine units

- Clean coal technology

- Transmission and distribution equipment and services

- Wind and solar energy technology and equipment

- Products and services related to power industries and electricity grid

- Compressed Natural Gas (CNG) and Liquefied Natural Gas (LNG) technologies and peripherals

The U.S. Department of Commerce will review applications and make selection decisions on a rolling basis beginning **June 16, 2014**. Applications received after **September 12, 2014**, will be considered only if space and scheduling constraints permit. Reservation information will be available in the June 2014 Newsletter. If you would like additional information before then, please contact the US Commercial Service in Milwaukee at (414)297-3473.