



# Trade World Wisconsin

U.S. Commercial Service  
- Milwaukee

July 2014

## International Trade News

### Five Things Small Business Should Know About Export Control Reform

Small businesses are growing at unprecedented rates. They employ about half – 55 million – of the nation’s private workforce and account for [99.7% percent of all employers in the U.S.](#) Through exporting, they have the opportunity to grow even more: [two-thirds of the world’s purchasing power is in foreign countries.](#) In a 2013 survey of 500 small business owners, the National Small Business Association (NSBA) found that 63% of participants who did not already export said that they would be interested in doing so, but cited [lack of information on exporting as an obstacle for small businesses.](#)

In 2009, President Obama launched the Export Control Reform (ECR) initiative, a significant effort aimed at enhancing our national and economic security through reform of the export control system—a system that had not been comprehensively updated in decades. The Commerce Department’s Bureau of Industry and Security (BIS) administers export controls for commercial and some military commodities and technologies. Now, the President’s ECR initiative is transferring tens of thousands of less sensitive military items from the State Department’s jurisdiction to the more flexible Commerce regulations. Most are parts and components; many are manufactured by small businesses. Moving these items to Commerce benefits small businesses because BIS’s regulations allow for more nuanced distinctions among technologies, destinations, and end users than the State Department’s regulations.

Here are five things small businesses should know about ECR:

1. **Who is affected?** ECR affects second and third tier small and medium suppliers in the defense industry. These sectors include aerospace, military vehicles, marine vessels, space, satellites, and electronics.
2. **ECR eases the financial burden:** Currently, exporters subject to the State Department’s International Traffic in Arms Regulations (ITAR) pay \$250 per license to the State Department, even to export an item that sells for \$200. In addition, all manufacturers and exporters have to pay a minimum registration fee of \$2,250 per year, even if they don’t export. Commerce, however, is prohibited by statute from charging licensing and registration fees. For an estimated 60% of former State Department registrants whose products are moving to the Commerce Department then, there are no annual registration requirements or associated fees. This directly affects the bottom line.
3. **More flexible regulations:** License Exception Strategic Trade Authorization (STA) establishes a license-free zone covering the first export transaction for many parts and components that have been transferred to Commerce. STA provides small businesses with an opportunity to ship license-free to 36 countries, so long as certain safeguards are observed.
4. **How can ECR help you?** ECR helps small businesses by increasing the security of supply from small companies that are the second and third tier suppliers, facilitating timely and reliable supplier relationships between U.S. exporters and their foreign customer base, and enhancing their long-term health and competitiveness.
5. **Resources:** BIS recognizes that this transition requires considerable outreach and education to affected industries. This is why we work with non-profit educational groups representing small defense exporters, conduct weekly ECR conference calls open industries and companies, and have added interactive tools to our website to help U.S. companies comply with the new regulations under the ECR initiative. In addition, we provide free counseling via phone (Washington DC: 202-482-4811; BIS Western Regional Office: 949-660-0144 and 408-998-8806). We host 30 seminars and events annually, and the BIS website also has a variety of online tools and resources in our [Exporter Portal.](#)

# Wisconsin Trade Programs

## CE-Marking Machinery and RoHS2 Directive Compliance Training

When: Thursday, October 9, 2014, 8am-12pm

Where: MSOE's Grohmann Museum

Cost: \$50

Registration: [\\*link\\*](#)

### [Are you Exporting Machinery to Europe?](#)

Discover if your product is subject to European regulations. This half day seminar will help guide you through the directives of the CE Mark and RoHS2 to ensure your machinery exports to Europe are compliant.

### [Understanding CE Mark and RoHS2](#)

The CE Mark, a mandatory conformity marking for certain products sold within the European, is the manufacturer's declaration that the product meets the requirements of the applicable directives. The Restriction of Hazardous Substances (RoHS) Directive restricts the use of six hazardous materials in the manufacture of various types of electronic and electrical equipment.

### [Exploring the Certification Process](#)

Participants will be able to determine what type of machinery may follow the self-certification process of the Machinery directive or if certification by a European Notified/Competent Body is required.

### [Reading Declarations](#)

Crucially important is learning how to read the Declarations of Incorporation/Conformity submitted by suppliers for components that will be incorporated into the final product for which the manufacturer of the final or completed product becomes responsible.

### [Learning About the ROHS Directive](#)

Attendees are introduced to the ROHS Directive compliance process. Step by Step instructions how manufacturers can determine if their equipment/machinery falls under this directive is discussed.

### [2014 Global Soy Conference](#)

Wisconsin Center, Milwaukee / September 15-18, 2014

**Promote your products internationally at the premier soy and grain event of the year!!**

**LEARN** about emerging global demand and U.S. supply trends for food and feed grade soybeans and ingredients. **CONNECT** with 200 plus anticipated buyers from 40 plus countries. Have one-on-one meetings at your booth. [Note: Brief trade show product/service presentations available by special arrangement]. **INTERACT** with purchasing managers, regulatory officials, and service providers.

**EXHIBITOR INFORMATION:** The Wisconsin Pavilion is a great place to showcase your food and agricultural products, technology and services to food and feed buyers and traders from around the globe.

Companies looking to be part of the WI Pavilion can buy booth space for the **special price of \$900 per company**. **Registration deadline:** August 11, 2014.

To register for booth space in the Wisconsin Pavilion, email: [Ashwini.Rao@wisconsin.gov](mailto:Ashwini.Rao@wisconsin.gov) or call 608-224-5119.

Thanks to the US Soybean Export Council, the Midwest Shippers Association and the Wisconsin Soybean Marketing Board for making this opportunity available to Wisconsin companies.

### [2nd Annual Global Trade Conference](#)

#### **Connect locally. Learn globally.**

Linke invites you to attend our 2<sup>nd</sup> annual Wisconsin Global Trade Conference on Monday, August 18<sup>th</sup> at the Blue Harbor Conference Center located at 725 Blue Harbor Drive, Sheboygan WI, 53081. The conference will focus on compliance, documentation, and certification with breakout sessions specific to industry segments:

Track 1—Agriculture & Food Products hosted by DATCP

Track 2—Manufactured Products hosted by WEDC

To attend, register with LINke by **August 8<sup>th</sup>, 2014**.

# Trade Programs

## 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](mailto:lisa.stout@wisconsin.gov)

# 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*

[\*\*Austria: Healthcare Technology Market Brief 2014\*\*](#)

[\*\*Austria: Dental Industry Market Brief 2014\*\*](#)

[\*\*Canada's Emerging Battery and Energy Storage Industry\*\*](#)

[\*\*The Rise of Lithium Ion Batteries in Canada\*\*](#)

[\*\*Turkey: Private Jet Market\*\*](#)

[\*\*Jordan: Automotive Market\*\*](#)

[\*\*The Nordic Region: Cosmetics and Toiletries\*\*](#)

[\*\*Denmark: Film Industry Overview\*\*](#)

[\*\*Denmark: Broadcasting & Cable TV Industry Overview\*\*](#)

[\*\*The Canadian Jewelry Industry\*\*](#)

[\*\*The Handcrafted Jewelry Industry in Canada\*\*](#)

## Upcoming Webinars

July 24, 2014—[Dept. of Commerce and eBay: Tools to Help Take Your Business Online and Go Global](#)

July 24, 2014—[Selling to NATO](#)

August 4, 2014—[Travel and Tourism Regulations](#)

August 6, 2014—[Ports and Marine Technology Mission to India](#)

August 7, 2014—[Renewable Energy Opportunities in Peru](#)

September 10, 2014—[Mexican Auto Supply Chain Matchmaking Event](#)

## New Country Commercial Guides

- [Doing Business In Tunisia](#)
- [Doing Business In Kenya](#)
- [Doing Business In Malta](#)
- [Doing Business In Spain](#)
- [Doing Business in Honduras](#)
- [Doing Business in the Republic of the Marshall Islands](#)
- [Doing Business in Paraguay](#)
- [Doing Business in Belgium](#)
- [Doing Business in Jordan](#)
- [Doing Business in Finland](#)
- [Doing Business in Pakistan](#)
- [Doing Business in Burkina Faso](#)
- [Doing Business in Switzerland](#)
- [Doing Business in Germany](#)
- [Doing Business in Fiji](#)
- [Doing Business in Portugal](#)
- [Doing Business in Slovakia](#)
- [Doing Business in Qatar](#)
- [Doing Business in Chad](#)
- [Doing Business in Liberia](#)
- [Doing Business in Côte D'Ivoire](#)
- [Doing Business in Turkey](#)
- [Doing Business in Cameroon](#)
- [Doing Business in Guatemala](#)
- [Doing Business in El Salvador](#)
- [Doing Business in Libya](#)
- [Doing Business in Greece](#)
- [Doing Business in Swaziland](#)
- [Doing Business in Jamaica](#)
- [Doing Business in Austria](#)
- [Doing Business in Azerbaijan](#)
- [Doing Business in Kazakhstan](#)
- [Doing Business in Italy](#)
- [Doing Business in Argentina](#)
- [Doing Business in Burundi](#)
- [Doing Business in Burma](#)
- [Doing Business in the Republic of Congo](#)
- [Doing Business in Uganda](#)

## New Country Commercial Guides

- [Doing Business in India](#)
- [Doing Business in Brunei Darussalam](#)
- [Doing Business in Uruguay](#)
- [Doing Business in Macedonia](#)
- [Doing Business in Kosovo](#)
- [Doing Business in Kuwait](#)
- [Doing Business in Benin](#)
- [Doing Business in Bulgaria](#)
- [Doing Business in Mexico](#)
- [Doing Business in Albania](#)
- [Doing Business in Mozambique](#)
- [Doing Business in Uzbekistan](#)
- [Doing Business in Sri Lanka](#)
- [Doing Business in Canada](#)
- [Doing Business in Bosnia and Herzegovina](#)
- [Doing Business in Slovenia](#)
- [Doing Business in Zambia](#)
- [Doing Business in Japan](#)
- [Doing Business in Lesotho](#)
- [Doing Business in the Democratic Republic of Congo](#)
- [Doing Business in Mali](#)
- [Doing Business in Tajikistan](#)
- [Doing Business in Israel](#)
- [Doing Business in Guinea](#)
- [Doing Business in Gabon](#)
- [Doing Business in the West Bank & Gaza](#)
- [Doing Business in Denmark](#)
- [Doing Business in the United Kingdom](#)
- [Doing Business in Zimbabwe](#)
- [Doing Business in Saudi Arabia](#)
- [Doing Business in Egypt](#)
- [Doing Business in Bangladesh](#)
- [Doing Business in Afghanistan](#)
- [Doing Business in Bermuda](#)

# Department of Commerce Trade Missions

## Canada Far North Trade Mission

October 8-9, 2014

**Note: Registration deadline for this mission is August 14, 2014.**

Canada's North is ripe with opportunities for U.S. companies! Billions of dollars' worth of projects are already in the pre-planning, planning and implementation phases, and cover the full gambit of business sectors, including; mining, infrastructure, water & sewer, environmental technologies & services, remote healthcare related technologies, distance education and energy (both traditional and renewable).

The purpose of the Canada Far North Trade mission is to assist participating U.S. firms in gaining valuable market insights, making industry contacts, solidifying business strategies and advancing specific projects in Canada's North. This event is open to U.S. companies and trade associations from a cross section of industries with the potential to provide needed and appropriate services in the more remote regions of Canada.

## Renewable Energy and Energy Efficiency Trade Policy Mission to Peru

November 12 - 13, 2014

**Note: Registration deadline for this mission is September 15, 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.

## Infrastructure Business Development Mission to Morocco, Egypt and Jordan

December 3-11, 2014

**Note: Registration deadline for this mission is September 12, 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.

# Department of Commerce Trade Missions

## [Executive-Led Ports and Marine Technology Mission to India](#)

February 2-6, 2015

**Note: Registration deadline for this mission is October 20, 2014.**

The United States Department of Commerce, International Trade Administration, Global Markets, U.S. & Foreign Commercial Service, is organizing an Executive-led ports and marine technology trade mission to India (Mumbai, Ahmedabad, and Kochi) February 2 – 6, 2015. The purpose of the mission is to introduce U.S. firms and U.S. trade associations to India's rapidly expanding ports and marine technology market and to assist U.S. companies to pursue export opportunities in this sector. As an optional add-on stop, interested participants can also visit the National Institute of Oceanography (NIO) in the State of Goa.

## [Trade Mission to Kenya, South Africa and Mozambique](#)

February 23-27, 2015

**Note: Registration deadline for this mission is December 31, 2014.**

Kenya, South Africa and Mozambique are investing now in key sectors to boost their economies. This trade mission will put you front and center with the key decision makers looking for technologies and solutions like yours.

## [Safety and Security Mission to Morocco, Algeria and Egypt](#)

March 4-12, 2015

**Note: Registration deadline for this mission is January 15, 2015.**

The United States Department of Commerce, International Trade Administration is organizing an Executive-led Business Development Mission to Morocco, Algeria and Egypt with an optional stop in Lebanon, March 4-12, 2015. The purpose of this mission is to help U.S. firms in the safety and security industry find business partners and sell products and services in North Africa. The targeted sector for participation in this Business Development Mission is safety and security, including U.S.-based manufacturers of safety and security equipment, U.S. based providers of safety and security services, and U.S. trade associations promoting U.S. safety and security products and services.

## [Healthcare Mission to Jordan, Egypt, and Israel](#)

May 16-21, 2015

**Note: Registration deadline for this mission is March 13, 2015.**

The United States Department of Commerce, International Trade Administration, is organizing a healthcare equipment, services, and technologies business development mission to Egypt, Jordan and Israel, with an optional stop in the West Bank, May 16–21, 2015. The purpose of the mission is to introduce representatives from U.S. firms and related trade associations to the region and to promote exports of U.S. healthcare products and services. Delegates will receive market briefings and participate in customized meetings with prospective partners. Companies may also participate in a stop in the West Bank city of Ramallah at an additional cost.