



U.S. Commercial Service

World Trade News and Events – October 2012

Newsletter of the US Commercial Service in Fargo, North Dakota

Superior, Inc. Receives Dept of Commerce Export Award from Congressman Berg



On October 1st 2012, Congressman Rick Berg presented the U.S. Department of Commerce's Export Achievement Certificate to Superior, Inc. of Kindred, ND. The award recognizes businesses that have expanded to new foreign markets utilizing the U.S. Commercial Service export assistance. Superior manufactures steel grain bins and grain dryers in a large manufacturing

facility in Kindred. With assistance from the U.S. Commercial Service staff in Fargo and overseas, Superior has had customized business matchmaking assistance on 5 continents.

For more information on Superior please visit:

<http://www.superiorincnd.com/>

How the Government Can Help Your Small Business Reach a Global Market

Hitting on the positive economic news, official data show that exports of U.S. goods and services have been increasing. They are up 4% from the first quarter and 6% in the second. States like North Dakota are a great example of this positive economic news with exports increasing over 24% in the first half of the year. The U.S. Commercial Service and local North Dakota international trade specialist and office director Heather Ranck is highlighted in the following article explaining how the government is a source of help in getting your small business to take advantage of the global market:

<http://www.thestreet.com/story/11716170/1/how-to-get-the-government-to-help-your-small-business-go-global.html>

International Presence at Big Iron Farm Show in West Fargo

This year more than 100 international delegates from 14 countries attended the International Visitor's Program at the Big Iron Farm Show from September 10-13. The U.S. Commercial Service plays an integral part of the international recruitment and supported the event on a local, national, and international level. Attending on the international level was Gabriel Popescu U.S. Commercial Specialist in Bucharest Romania who organized a group of Romanians and Mary Masyuko U.S. Commercial Specialist in Nairobi, Kenya organized an African Delegation with visitors from Kenya and Somalia. On the national level Forrest Nielsen, from Washington D.C., who is a machinery analyst for the office of Transportation and Machinery for the U.S. Department of Commerce attended. The Big Iron IVP is managed by the ND Trade Office with support from the U.S. Commercial Service office in Fargo. For more on the International visitors please visit:



<http://ndto.com/2012/09/press-release-sixth-annual-big-iron-international-visitors-program-draws-over-100-visitors/#more-2657>

SBA Awards STEP Grant to North Dakota

The U.S. Small Business Administration (SBA) awarded a \$671,437 State Trade and Export Promotion (STEP) grant to North Dakota. The funds will create STEP ND, a program that will enable eligible North Dakota companies to receive monetary reimbursement for international business activities. The one-year program will begin Oct. 1, 2012. The program is being managed by the NDTO. For more information contact stepnd@ndto.com To view the news article visit:

http://bismarcktribune.com/business/trade-office-receives-federal-grant-to-help-increase-trade/article_42b57198-073b-11e2-ab9c-001a4bcf887a.html

Local Fargo Businessman Appointed Honorary Post by Kazakhstan Ambassador

Howard Dahl current CEO and President of Amity Technology headquartered in Fargo, ND was appointed as an Honorary Consul of the Upper Midwest to the Republic of Kazakhstan. The appointment was held at the Big Iron International Visitors Program on September 11, 2012 in West Fargo and was presented by Kazakhstan Ambassador to the U.S., Erlan A. Idrissov. For more information please visit:

<http://www.wdaz.com/event/article/id/15043/>

Fargo-Moorhead and Bismarck Metro Areas Increase Exports over 30% in 2011

The U.S. Department of Commerce released new data showing that in 2011, merchandise exports from Bismarck, ND metropolitan statistical area (MSA) increased 36% in 2011, while merchandise exports from Fargo-Moorhead MSA increased 33% and Grand Forks MSA merchandise exports decreased 11%. The national average was a 16% increase. These data are based on an Origin of Movement (OM) ZIP-code-based series and are therefore not comparable with state-based reports. U.S. merchandise exports from MSAs have increased nearly 40 percent since 2009. For more information visit:

http://export.gov/northdakota/build/groups/public/@eg_us_nd/documents/webcontent/eg_us_nd_053147.pdf

Minot State University Participates in Largest U.S. Education Mission to Brazil

Education and training is one of the United States' leading services exports. The U.S. Under Secretary of Commerce for International Trade Francisco Sánchez recently led the Department's largest education services trade mission in history in Rio de Janeiro. Sánchez and representatives from 66 U.S. colleges and university, including Minot State University, introduced more than 7,500 Brazilian students and parents to educational programs and opportunities for study in the United States during education fairs. "These distinguished U.S. colleges and universities value the role that international students can play in helping shape the next generation of leaders in government, business, and science," said Sánchez. For more information visit:

<http://www.commerce.gov/blog/2012/09/07/largest-us-education-services-mission-reaches-thousands-potential-students-brazil>

and

<http://blog.trade.gov/2012/09/04/education-as-a-top-service-export/>

Japanese Company Building Shuttle Elevator in Southwestern, ND

The elevator will be built in Bucyrus, ND and will give area producers another option for selling grain in the region. The company Mitsui is doing business as its subsidiary, United Grain Corp. Mitsui is not the only Japanese company to own or partially own elevators in North Dakota, Marubeni who recently acquired U.S. grain merchant Gavilon also owns elevators in North Dakota. For more information visit:

http://bismarcktribune.com/news/opinion/editorial/global-economy-flows-all-directions/article_27d0ef7e-f6a1-11e1-870e-001a4bcf887a.html

NATIONAL AND GLOBAL NEWS

Nebraska Ag Machinery Exporter Thurston Mfg. Goes Global

Thurston Manufacturing located in Thurston, Neb., accidentally got involved into exporting when a buyer in Canada wanted to send equipment to Ukraine. This sparked the



company's interest in the export market and they applied and they have quickly become active, including participation in a USA Pavilion in South Africa and participation in trade shows in Argentina and Uruguay. Since the trips, the agriculture-based company has

grown by 25 percent. For more information on this story visit:

<http://www.omaha.com/article/20120926/MONEY/709269950/1697>

U.S.-Russia Visa Agreements

As of September 9, 2012 Russian and American travelers for business or tourism are eligible to receive visas valid for multiple entries during a period of 36 months. Thanks to the agreement, three-year, multiple-entry visas will become the standard "default" terms for U.S. citizens visiting Russia and Russian citizens visiting the United States. No formal invitation will be required to apply for a business or tourism visa, although applicants seeking Russian tourist visas must continue to hold advance lodging reservations and arrangements with a tour operator. U.S. citizens with Russian travel plans are encouraged to monitor Embassy Moscow's website for additional details concerning this agreement on the link below:

<http://moscow.usembassy.gov/russian-visas.html>

Dutch VAT to Increase

As of October 1, 2012 the Dutch Value Added Tax (VAT) rate will increase from 19% to 21%. VAT is due on the import of goods and services into the Netherlands and other European countries by all companies. For more information and discussion of the Netherlands 'Vat Deferment' system please visit:

<http://www.hidc.nl/news/Dutch%20VAT%20rate%20to%20increase%20as%20per%20October%201,%202012>

Africa's Booming Aviation Industry Lands Boeings Dreamliner

The booming industry reached another landmark in August when Ethiopian Airlines became the first carrier outside Japan to operate the Boeing 787 Dreamliner, a state-of-the-art passenger jet that may change the nature of air travel in the continent and possibly even worldwide. Ethiopian Airlines main rivals, Kenya Airways and Nigeria's Arik Air, have also put in orders of the 787s respectively. However their planes won't be delivered for years, as severe supply-chain delays mean Boeing's backlog of the Dreamliner has reached around 841 planes. For more information on this please read:

<http://www.economist.com/blogs/gulliver/2012/09/ethiopian-airlines>

U.S. Imported Sugar Allocation

The U.S. plans to import 1.117 million tons of raw sugar from 38 preferred countries beginning Oct. 1, 2012 until Sept. 30, 2013. The Philippines was given the third-highest allocation, next to Brazil's 155,634 metric tons of raw sugar and Dominican Republic's 188,908 MT. Tariff-rate quotas allow countries to export specified quantities of a product to the United States at a relatively low tariff. Imports above the pre-determined threshold are subjected to a higher tariff rate. Allocations are based on each country's historical shipments to the United States. For more information visit:

<http://manilastandardtoday.com/2012/09/14/us-allocates-lower-sugar-volume/>

Trade Restrictions on Russia

U.S. Trade Representative Ron Kirk called on Congress to pass legislation that will terminate Cold War-era trade restrictions on Russia "immediately" after lawmakers return to Washington. The U.S. must terminate the Jackson-Vanik amendment's application to Russia - which conditions trade relations upon Moscow's emigration policy - in order to grant it permanent most-favored nation (MFN) trade status, also known as permanent normal trade relation (PNTR) status. This is necessary in order for U.S. companies to fully benefit from Russia joining the World Trade Organization (WTO).

Source: Inside U.S. Trade

For more information on this article and topic please contact Carl.Anfinson@trade.gov

Ukraine Proposes Changes on its WTO Tariffs for many Agriculture Items

Four years after joining the World Trade Organization, Ukraine has notified WTO members that it is seeking to renegotiate its tariffs on 350 agricultural and industrial items. The items included in the tariff hike are chemicals and combine harvesters amongst others. The items account for \$4.6 billion in imports or around 5% of the total annual imports for Ukraine. Ukraine is allowed to renegotiate its tariff agreements under the General

Agreement on Tariffs and Trade (GATT), even though this is not popular to many WTO members such as the U.S., the EU and Brazil. In 2011, the U.S. exported \$2.1 billion to Ukraine and had a trade surplus of \$680 million.

Source: Inside U.S. Trade

For more information on this article and topic please contact Carl.Anfinson@trade.gov

EVENTS

U.S. Africa Agribusiness Investment Forum

Date: November 12-14, 2012

Location: Sheraton Hotel, Addis Ababa, Ethiopia

The Corporate Council on Africa will host the 2012 U.S.-Africa Agribusiness Investment Forum in Ethiopia to highlight the U.S.-Africa Business Center – a program of The Corporate Council on Africa and the U.S. Agency for International Development – and its role in facilitating U.S.-African trade and highlight other initiatives designed to boost agricultural growth, trade and investment. For more information and to register please visit:

<http://www.cvent.com/events/u-s-africa-agribusiness-investment-forum-private-sector-opportunities-in-support-of-inclusive-agricu/event-summary-fdd07365136a440495416671cab1920.aspx>

Agriculture, Energy, Transportation Trade Mission to South Africa and Zambia

Registration Deadline: October 5, 2012

Date: November 26 – November 30, 2012

Location: Johannesburg and Cape Town, South Africa, and Ndola, and Lusaka, Zambia.

The purpose of this trade mission is to deepen trade ties with South Africa and to explore export opportunities to Zambia. The Commerce Department will help U.S. firms find customers and business partners in Johannesburg and Cape Town, South Africa, and Ndola, and Lusaka, Zambia.

Targeted sectors for the trade mission are:

Electric Power and Energy Efficiency Technologies, Equipment and Services

Productivity Enhancing Agricultural Technologies and Equipment

Transportation Equipment and Infrastructure

Mining Equipment and Technology

Questions, please contact Frank Spector at 202-482-2054 or Frank.Spector@trade.gov or visit:

<http://export.gov/trademissions/southafricazambia/>

U.S. Pavilion at Zoomark International

Date: May 9-12, 2013

Location: Bologna, Italy

Zoomark International is the largest show for pet products in southern Europe and the Mediterranean region. For the first time, it has also been acknowledged with Trade Fair Certification by the U.S. Department of Commerce in 2012. Zoomark draws exhibitors from over 35 countries as well as 20,000 qualified visitors, including agents, distributors and buyers from 65 countries. In 2011 nearly all exhibitors saw immediate sales and/or agreements. The U.S. Commercial Service has been organizing a very successful U.S. Pavilion at Zoomark since 1997, in cooperation with the American Pet Products Association (APPA) and always counted on the counseling of the U.S. Department of Agriculture. For more information, contact tony.michalski@trade.gov telephone: 909-390-8469

Learn more/register:

<http://export.gov/italy/tradeevents/zoomark044334.asp>

ExporTech 2012 in North Dakota –Nov.12, Dec. 13 and Jan. 2013

The nationally acclaimed ExporTech program has just opened up for registration for 2012 in North Dakota (Minnesota companies are welcome to participate as well). ExporTech is designed to help your company enter or expand into global markets by assisting in the development of a customized international growth plan. Utilizing a team of exporting resources and experts, and assigning each company a one-on-one coach, we help your company move quickly beyond just planning, into actual export sales.

1st Session: Nov 12, 2012 - Rationale & Strategy for International Growth; Marketing, market research, market selection; Plan template, strategy

2nd Session: Dec 13, 2012 - Mechanics of Exporting- custom Agenda Based on Identified Company Needs, e.g. Financing, Export Licensing, IP Risk, Logistics; Learn how to identify and remove obstacles

3rd Session: Jan, 2013 - Present your customized International Growth Plan to a panel of experienced exporters with expert feedback and coaching from North Dakota District Export Council members. The cost of the program is \$995 for up to two participants from the same company. Additional company participants pay \$395. To apply or for more information, contact Heather Ranck at heather.ranck@trade.gov or at 701-239-5080 or visit

http://export.gov/northdakota/build/groups/public/@eg_us_nd/documents/webcontent/eg_us_nd_052010.pdf

Doing Business in the Middle East: A Roundtable Discussion

Date: October 18, 2012

Location: Carlson School of Management, Minneapolis, MN

Covering the Arab Middle East and North Africa, the roundtable discussion will be led by: Sid Ahmed Benraouane, Ph.D., Carlson School of Management, University of Minnesota; Nadine Elbitar, owner, Middle East Insights; & Paul Hansen, international trade representative, Minnesota Trade Office. For more information visit:

http://www.positivelyminnesota.com/Business/Exporting_Trade/Calendar_of_Trade_Events/2012-10-18_Arab_Middle_East_North_Africa_RT.pdf

WEBINARS

Canada Trade Regulations and Standards

October 3, 1:00 PM – 2:30 PM CT

Cost: \$35

Products shipped to Canada must conform to the relevant Canadian standard(s). While there is often overlap between U.S. and Canadian Standards, it remains crucial that American exporters understand how to check for and comply with any additional requirements. Export documentation, labeling requirements and export controls are also important considerations when shipping to Canada. Join this webinar to learn how to navigate current regulations as well as to hear from industry experts about changes that may be coming to your industry.

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q0U>

Temporarily Moving Goods & People Across the Border

October 17, 1:00 PM – 2:30 PM CT

Cost: \$35

The North American Free Trade Agreement (NAFTA) has made it easier for U.S. business persons to temporarily enter Canada and bring goods with them. Nevertheless, American businesses conducting temporary work in Canada still find themselves facing several questions. For example;

- Do I need to get a visa to do temporary work in Canada?
- How do I get my capital equipment across the border efficiently and then bring it back to the U.S. at the conclusion of the project?
- What are the tax implications for my company and my employees doing work in Canada?

During this webinar you will have the opportunity to get answers to these questions from experts.

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q0V>

Distribution Services for Canada

October 31, 1:00 PM – 2:30 PM CT

Cost: \$35

For product-focused companies, establishing the most appropriate distribution strategies is a major key to success. Unfortunately, many of these companies often fail to establish or maintain the most effective distribution strategy for their specific product or service. This webinar will provide U.S. exporters with background on the available key distribution strategies for exporting goods to Canada.

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q0W>

Brazil & its Safety & Security Needs, Market Opportunities for U.S. Companies

October 19, 2012; 1:00 PM CDT

Cost: \$65, \$150 for the 3 security webinars

Brazil has an extensive and well-developed security market that has consistently registered an average annual growth rate of 15-20%, with annual sales around US\$29 billion. High crime rates and general concern with personal security have increased the demand for security equipment and services. In addition, Brazil will invest over \$3 billion in domestic security projects in preparation for the World Cup and Olympic Games. These major events will create a huge demand for US companies' safety & security products. For more information please contact Diego Gattesco at Diego.Gattesco@trade.gov or Stephanie Heckel at Stephanie.Heckel@trade.gov.

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2QAV>

Safety & Security Market Opportunities in Colombia

November 19, 2012; 3:00 PM CDT

Cost: \$65, \$150 for the 3 security webinars

The Safety and Security market in Colombia is a steadily growing industry sector, requiring state of the art technology and specialized consultancy services. This gives great potential for US suppliers. There is little local production within this industry sector. Almost all electronic security equipment used in Colombia is imported. U.S. products and related services have enjoyed good market share in the S&S sector, offering quality and competitive prices. It is imperative to have right rep with a clear understanding of the

security risks and needs of companies operating in Colombia. For more information please contact Diego Gattesco at Diego.Gattesco@trade.gov or Stephanie Heckel at Stephanie.Heckel@trade.gov.

Learn more/register:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2QAW>



Heather Andrea Ranck
Office Director and International Trade Specialist
Ph: 701-239-5080
Email: Heather.Ranck@trade.gov

Carl Anfinson
Export Assistant
Email: Carl.Anfinson@trade.gov
