



Export News

U.S. Commercial Service

Serving Central and Western Pennsylvania Companies
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Hello Everyone -

Hopefully you have all survived the holidays and have managed to avoid the flu bug – at least so far, and are getting back to the normal pace of business. In doing so, I would like flag a good and growing market for Pennsylvania exports, Saudi Arabia. It is the largest economy in the Middle East and has been in world-wide news lately because of their needed and sweeping changes being made in social services, commerce, and for their female population (honk honk Here come the women drivers!). None greater than their need to end dependence on oil exports and set a course for growth. These sweeping socio-economic and diversification changes, known as [Vision 2030](#), may offer significant opportunities for U.S. companies. Vision 2030 projects include development of airports, increased housing and hotel capacities, recycling, transportation, and many other initiatives that will launch a large number of infrastructure projects. Our ties to Saudi do not end with commerce as U.S. universities and colleges are very attractive to Saudi students with approx. 71,000 in the U.S. each year. In Pennsylvania, Saudi students represent the 3rd largest group of foreign students studying in Pennsylvania schools and we know when a foreign student gets a degree in the U.S., they develop a lifelong taste for U.S. products, services, entertainment, and take frequent trips back to the U.S.- bringing more family and friends with each visit helping to keep our exports and tourism sector strong. Given the breadth and depth of infrastructure projects on the horizon, if you are in the design and build sector, our [Discover Global Markets Conference](#) is focused on this sector and will be held April 30-May 2, 2018 in Kansas City, MO and will have our Commercial Diplomat from the U.S. Embassy in Riyadh, Saudi Arabia at the conference available for private B2G meetings to discuss market opportunities. If you are interested in exploring Saudi market opportunities, let us know how we could be helpful to you.

Happy Exporting!

Lyn Doverspike

Director, U.S. Commercial Service Pittsburgh



Country Spotlight: Saudi Arabia

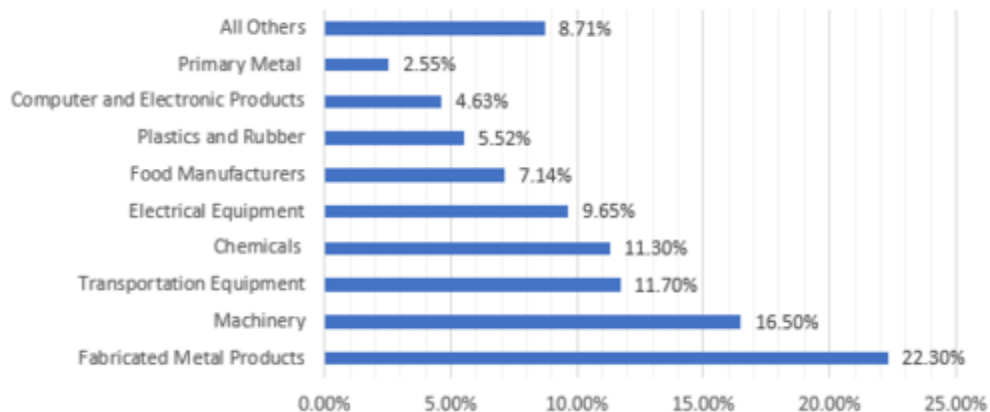
Saudi Arabia is America's 23rd largest trading partner and in 2016 it was Pennsylvania's 21st largest merchandise export destination. The economy is mainly oil-based with petroleum accounting for most of the revenue.

With the new socio-economic plan, Vision 2030 some of the most significant goals and targets are to be achieved by 2020, that will deliver significant opportunities for Pennsylvania exporters. This includes increased requirements in manufacturing, particularly in defense equipment, enhancing government efficiency, building a renewable energy sector, attracting greater forging investment and trade, accelerated development of public transportation, building domestic tourism infrastructure, and expanding natural gas and petrochemical production. With the achievement date for these goals only two years away, opportunities are opening throughout the market.

We anticipate significant areas of opportunity in workforce development, IT systems, health care services, electricity generation, mining sector and entertainment. Some of Saudi Arabia's best prospects, such as machinery and metal products are some of Pennsylvania's top exports to Saudi Arabia.

Interested in exploring your business prospects in Saudi Arabia? Click on the flag to view the [Country Commercial Guide for Saudi Arabia](#), to learn more about the country and export opportunities.

Top 10 Products Exported from PA to Saudi Arabia (2016)



Recommended Resources: Product Preparation Overview

Looking to ship overseas? Our [Product Preparation Overview](#) is there to help you make sure your products are ready for their destination. Understanding the rules of origin, classifying your product, and accessing technical regulations in overseas markets are important steps to follow before exporting. The overview tool allows you to make sure your product will be not only allowed in the country, but also allows you to take advantage of preferential tariff rates.



News You Can Use: FedEx Small Business Grant Contest

FedEx, an official International Trade Administration Strategic Partner organization, is sponsoring a contest that can help grow your small business. The contest will accept entries from **February 20th to March 28th**. There will be 10 grants available for \$25,000 each. The application requires your business to answer the following questions: What do you want to share about your business? And what could a grant help you accomplish?



Past winners, The Ginjan Bros. and MMclay, both were able to utilize their grants to support e-commerce, shipping costs, and expand their businesses past the United States' boarder.

For more information visit: <https://smallbusiness.fedex.com/grant-contest.html>

Webinars, Seminars, Trade Missions and Trade Shows

Our webinars, seminars, conferences, trade missions, and trade shows are all in place to help educate U.S. companies on opportunities, build trade knowledge, and increase your exports.

Webinars

The U.S. Commercial Service hosts a series of webinars throughout the year which covers a wide variety of interesting topics that could help your business with exporting. Some are right around the corner! Register today.

Featured Series: Digital Strategy in China and India

As companies around the world attempt to leverage digital channels to reach and engage their target customers they have a lot to learn. Especially, in dynamic digital markets like China and India. Both markets have large, highly engaged online populations which represent tremendous opportunities for businesses planning to, or already operating there. However, their unique digital landscapes require businesses to take a closer look at how they engage new digital-savvy customers, by tailoring their global approach for the local market.

February 5th at 7pm: [China Digital Customer Engagement](#), \$75

February 19th at 7pm: [India Digital Customer Engagement](#), \$75

March 5th at 7pm: [China Digital Customer Engagement Part II](#), \$75

March 19th at 7pm: [India Digital Customer Engagement Part II](#), \$75

REGISTER NOW!

Register for all 4 webinars and save \$50!

Additional Webinars

- Agricultural Technologies: Discover opportunities for agricultural technologies in the Indian market. [Opportunities for Agricultural Technologies](#) on February 7th
 - Cyber Security: Listen to experts from Europe discuss opportunities for cyber security success. [Cyber Security Opportunities in Europe](#) on February 21st
 - Business in Canada: Learn practical information about the legal aspects of doing business in Canada. [Legal Aspects of Doing Business in Canada](#) on March 6th
 - For the complete list of upcoming and archived webinars, check out our website [here](#).
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Local Events

Hosted By Duquesne University Small Business Development Center:



Export Documentation

When: March 7th

Where: Duquesne University, Rockwell Hall

Cost: \$395

Come and learn how to avoid compliance mistakes to insure your profits! Every topic in the course is presented in terms of actual transactions and the paperwork associated with each stage of the export process.

Export Basics Course

When: April 12th, 9am-12pm

Where: Duquesne University, Rockwell Hall Room 108

Cost: \$49

This course is intended to assist manufacturing and technology companies looking to initiate export programs, employees within exporting companies whom need to gain a better understanding, and service firms seeking to improve their understanding of the global market place.

The course topics include recognizing and identifying export opportunities, shipping and payment, legal and regulatory aspects, sources of information and assistance, and cultural barriers.

To register and view other events hosted by Duquesne University Small Business Development Center visit: <https://www.sbdc.duq.edu/Events>

Hosted by Clarion University Small Business Development Center:

Intro to Exporting

When: April 18th, 9am-12pm

Where: Dubois Country Club. 10 Lakeside Avenue DuBois, PA 15801

Cost: No Cost

This course will focus in on defining the basics of exporting and what it means to sell to an international market. This course will provide a comprehensive look at all the basic requirements and procedures for exporting from the United States.

To register with Clarion University Small Business Development Center visit: <http://clarion.edu/sbdc/training/business-workshops/2018-04-18-intro-to-exporting-register.aspx>

Save the Date: April 26th, Downtown Pittsburgh

Western PA District Export Council/U.S. Commercial Service Export Control Conference

Join us, along with professional export regulation and compliance specialists, for a one-day workshop to assist companies with the U.S. Export Administration Regulations. Learn about how and where they impact a company and how to develop and maintain a process. Companies of all sizes are encouraged to attend this informational event. This is a prime opportunity to have your specific questions and concerns addressed!

For additional information contact Steven Murray at (412) 644-2819 or steven.murray@trade.gov



Trade Missions

Appalachian USA: Colombia, Peru & Chile Trade Mission

When: April 12th - 27th, 2018

Where: Bogota, Colombia; Lima, Peru; Santiago, Chile

Deadline: No time to waste waiting to register! This opportunity is on a first-come, first-served basis!

Cost: Participation is Free. Companies are responsible for travel related costs (hotel, airfare, ground transportation, meal, etc.)

The Appalachian Regional Commission (ARC) invites all qualified Appalachian firms to participate in a Trade Mission to Colombia, Peru, and Chile. Three key mining markets in one trip! Meeting

potential buyers face-to-face is crucial to your business internationally. The team will develop a full itinerary for each company.

For more information and for access to the participation agreement visit: http://www.sapdc.org/documents/Rev_ARC_Colombia_Peru_Chile_Trade_Mission_2018.pdf

Or contact: Tina Taylor with the Southern Alleghenies Planning and Development Center ttaylor@sapdc.org or via phone at (814) 949-6517



National Events

DISCOVER GLOBAL MARKETS: Design + Construct

When: April 30th - May 2nd, 2018

Where: InterContinental Hotel - Kansas City, Missouri

Cost: Before February 2nd: \$350

Anytime after: \$395

Discover Global Markets is the U.S. Department of Commerce's flagship event series for U.S. exporters. Specific target industries include architectures services, engineering services, construction equipment, building products, airports, ports, transportation, housing, environmental technologies, ICT, safety/security, healthcare and energy. Attendees will discover new exporting opportunities, learn from seasoned professionals, and connect with hundreds of networking contacts.

- Participate in panel discussions on the latest industry trends
- Identify new and emerging markets of opportunity ahead of your competition
- Receive guidance on trade barriers for your firm
- Meet one-on-one with our U.S. Commercial Diplomats for B2G meetings from the following countries: Brazil, Canada, Chile, Dominican Republic, Guatemala, Guyana, Mexico, Nicaragua, Peru, Kenya, Morocco, Nigeria, South Africa, Kuwait, Qatar, Saudi Arabia, Turkey, China, Hong Kong, India, Indonesia, and Taiwan

Check back to the [website](#) for new & breaking opportunities of this dynamic event.

REGISTER NOW!

Don't miss out on this opportunity. Register Now!



Asia Pacific Business Outlook Conference

When: April 16th & 17th

Where: The LA Hotel Downtown: Los Angeles, California

Registration Fees:

By March 9th	\$799
After March 9th but Before April 6th	\$949
After April 6th	\$1099

Connect with 18 Asia/Pacific markets in two days. APBO's 50 expert speakers will help you make sense of the opportunities and challenges in Asia/Pacific markets. There is the opportunity to reserve one-on-one meetings with our U.S. Commercial Service senior commercial officers from U.S. Embassies from: Australia, Cambodia, Canada, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam

REGISTER NOW!

Don't miss out on this opportunity. Register Now!



Trade Shows

Two Great Mining Industry Opportunities in Chile & Peru

EXPOMIN in Chile and EXPOMINA in Peru will both bring together entrepreneurs and suppliers in the mining sector. The events will provide the opportunities to establish and strengthen relationships in Chile and Peru with face-to-face meetings. It is open for small, mid-sized, and large companies within the mining sector.

Based upon the successes of past events, they are estimated to achieve a grand total of commercial transactions for around 600 million dollars.

EXPOMIN: Santiago, Chile
Peru

EXPOMINIA: Lima,

When: April 23rd -27th

When: September 12th-14th

Deadline: Both applications are due on February 23rd

Cost:

- Companies receive exhibit space and a booth display in Spanish for \$2,400

- Please Note: Pennsylvania GAP SBA STEP Travel Grants could cover the booth fee, hotel, and in-country transportation. Visit: <https://dced.pa.gov/programs/global-access-program-gap/> for more information and application link.

For more information visit this [website](#) or contact Steven Murray via email at steven.murray@trade.gov or via phone at (412) 644-2819

If a company signs up for both EXPOMINA and EXPOMIN there is a \$500 discount from the total price. This makes the total \$4,300 to exhibit in both shows.



International Buyer Program

If you are exhibiting at or attending a domestic trade show, let us know! It may be a show that is a part of the U.S. Commercial Service's International Buyer Program (IBP), which bridges the gap between foreign buyers and U.S. companies. We bring in motivated foreign buyers seeking U.S. products and can arrange personal meetings with these buyers and our in-country specialists to help you make the most out of these excellent business opportunities.

Spotlight: NPE: The Plastics Show 2018

Orlando, Florida - May 7th-11th

NPE: The Plastics Show provides businesses with access to the people, processes, science, and ideas that shape the future of plastics, giving a competitive advantage to attendees. Attendees will have the opportunity to build connections, explore the largest concentration of tools, technology, and professional training in today's industry marketplace.

Over 65,000 professionals from 128 countries will meet at this event representing the entire plastics supply chain including: appliances, automotive, containers, construction, consumer products, medical devices, and packaging.

Export Control, Sanctions, and Embargo

Keep Up to Date on Regulations:

- [Office of Foreign Asset Control website](#) (OFAC) - for up-to-date information regarding sanction programs, including Iran Sanctions, Syria Sanctions, Cuba Sanctions and Ukraine-Related Sanctions.
 - OFAC Export Assistance Hotline - 1-800-540-6322 or 202-622-2490.
- [Bureau of Industry and Security website](#) (BIS) - for several sanctioned destinations.
- [Nuclear Regulatory Commission website](#) (NRC) – for the safety of nuclear power production and other civilian uses of nuclear materials.
- [Directorate of Defense Trade Controls website](#) (DDTC) – for the export of defense articles covered by the United States Munition List

*Above are links we suggest to bookmark for keeping up to date with information on export regulations and controls but should not be considered an exhaustive list.

Helping U.S. Exporters Since 1980

The U.S. Commercial Service is a federal agency within the U.S. Department of Commerce's International Trade Administration. We help U.S. businesses increase export sales and markets by providing export counseling, advocacy, market intelligence, overseas business matchmaking and more. The Pittsburgh office covers 36 counties in Western and Central Pennsylvania and is one of more than 100 nationwide offices and overseas offices in 70 countries.

**Need help exporting? [Find your industry's local international trade specialist.](#)
Haven't worked with us before? [Complete our intake form to get started today.](#)
Want more export news? [Find complete information about our resources here.](#)**

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