

The World Trade Center of Delaware and the Philadelphia U.S. Export Assistance Center are proud to present:
Growing your Export Business in China, Korea and Taiwan

A look at three fast growing Asian markets with strong export potential. Spend the day learning about the Asian trade game and the opportunities it has to offer. Afterwards, receive one-on-one counseling from well established Commercial Officers with years of expertise in identifying and actualizing export strategies from market entry to complete market penetration.

China and Taiwan: US Commercial Officer **Ms. Janee Pierre- Louis** will focus on Semi-conductors Manufacturing Equipment and Electronic Industry, Educational Services, Natural Health and Beauty Products, Laboratory Scientific Instruments, Plastics materials/ Resins & Industrial Chemicals, Electronic Power Equipment.

Korea: US Commercial Officer **Mr. Kenneth C. Duckworth** will cover some of the fastest growing industries such as Automotive, CNC Machine Tools, Computer Software, Defense Industries, Cosmetics, and Drugs and Pharmacies and will highlight keys successes.

WORLD TRADE CENTER DELAWARE

Sponsored by:

United Parcel Service and The U.S. Commercial Service
International Business Seminar
Friday, March 20, 2008
Delaware Biotechnology Institute

Conference Room – 102
15 Innovation Way, Newark, DE
Registration: 9:30am
Seminar: 10:00am – 12:30pm
Lunch: 12:30pm – 1:30pm

Followed by one-on-one meetings starting at 1:45 pm

\$40 - WTC Members, \$50 - Non Members

Advance registration is required.

Please register no later than Tuesday, March 17. Cancellations accepted thru noon on Wednesday, March 19. No-shows will be billed.

Register Online (credit card) at www.wtcde.com OR fill out and mail with payment to WTC Delaware, 702 West Street, Wilmington, DE 19801,

OR fill out and fax this form to 302-656-7956.

WTC Member: \$40/person Non-member \$50/person

Name(s) _____

Company _____ Address: _____

Phone: _____ Fax: _____ E-mail: _____

Amt Encl. \$ _____

-Vegetarian meals available upon prior request-

March 20 - China, Taiwan & Korea

Luncheon keynote speech provided by UPS, "Asia Pacific Trade Lanes: shipping and global supply chain logistics to help U.S. exporters achieve a competitive advantage in the Asian marketplace." One-on-one meetings available upon request

PRESS OFFICE

Release Date: March 16, 2009	Contact: Mike Stamler (202) 205-6919
Release Number: 09-17	Internet Address: http://www.sba.gov/news

Statement from SBA Acting Administrator on Recovery Efforts Announced by President Obama Today

WASHINGTON – The following statement was issued today by Acting Administrator Darryl K. Hairston of the U.S. Small Business Administration following the announcement by President Barack Obama of important steps being taken by the SBA and the U.S. Department of Treasury to address the economic challenges facing small businesses and entrepreneurs across the country.

“U.S. small businesses employ about half our nation’s workers and over the last decade have created about 70 percent of all new jobs. But their access to credit and lending markets has dried up, making it harder every day for small businesses to keep their doors open and their employees working. American small businesses are one of the strongest engines for economic prosperity in the world, and we can’t let this crisis continue to undermine their growth and potential. Today President Obama reiterated his belief that we owe it to America’s small businesses to be the partner they need in the midst of this crisis. At SBA, we couldn’t agree more.

“SBA this week is implementing two key provisions laid out in the Recovery Act – we are temporarily eliminating certain loan fees and raising guarantees on some 7(a) loans up to 90 percent. With these critical steps by SBA, and the Treasury Department’s commitment of up to \$15 billion aimed at getting lending markets flowing again, we are standing up with small business owners across this country and telling them how we are going to put much-needed capital in their hands.

“We hope small businesses will take the opportunity to ask their banks about the SBA loans that might be available to them. And, we encourage community banks and other lenders to work with us to reach as many qualified borrowers as we can during these difficult times.”

Beginning today, the SBA will:

- **Temporarily raise guarantees to up to 90 percent** on SBA’s 7(a) loan program, through calendar year 2009, or until the funds are exhausted. This increase in guarantee levels will help provide banks with the greater confidence they need to extend credit during the current recession, will mean more capital available to small business owners around the country.
- **Temporarily eliminate fees** for borrowers on SBA 7(a) loans and for both borrowers and lenders on 504 Certified Development Company loans, through calendar year 2009, or until the funds are exhausted. This will mean more capital available to small businesses at a lower cost. The fee elimination is retroactive to February 17, the day the Recovery Act was signed. SBA is developing a mechanism for refunding fees paid on loans since then.

Additionally, the President announced today that the Treasury Department will commit up to \$15 billion to help unlock the frozen credit markets by purchasing small business loan securities currently frozen on the secondary market. By purchasing these securities, it will unlock these secondary markets, and in turn, free up more capital to jumpstart lending for small business owners. The SBA has worked closely with the Treasury Department to address the need to unlock these secondary markets for SBA loans.

For more information on the SBA and Treasury initiatives announced today by the President, visit the SBA Web site at www.sba.gov.

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”BREAKING INTO THE TRADE GAME”

SIGN-UP FOR THE BALANCE OF CLASSES AS THEY ARE GOING FAST

This exclusive training program has been carefully designed to give the business owner or government official, the skills, strategies, insights, and network of contacts, that are necessary to expand sales through exporting from around the world. Special emphases are placed on global destinations although could be applied to import.

Mr. Robert L. Elsas, Regional Manager, Export Solutions Group, U.S. Small Business Administration, facilitates the course material over six to seven sessions, drawing upon his insights and various international trade experts he will invite to instruct in the latest international strategies. Course activities and discussions will focus on developing a strong foundation for beginning and intermediate exporters. Textbook and workbook are included in course price.

Executives successfully completing a minimum of four sessions will receive a “Certificate of Export” and are encouraged to participate in a mission directly following the training through the U.S. Commercial Service; which features face-to-face on-site meetings with potential clients in the export country of your choice.

Topic	Date	Locations
"Making the Export Decision"	February 12, 2009	Philadelphia US Export Assistance Center (USEAC)
"Making the Connection - Selecting the Best Markets"	March 12, 2009	Delaware Industrial Resource Center (DVIRC)
"Transporting Goods Internationally"	April 9, 2009	Chester County Economic Development Council (EDC)
"Legal Issues for Exporters"	May 7, 2009	Lehigh University Small Business Development Center (SBDC)
"Creating Effective International Payment Structures"	June 11, 2009	North Penn Chamber of Commerce
" How to Approach a Bank for Financing"	July 9, 2009	Philadelphia US Export Assistance Center (USEAC)

Dates: Every 2nd Thursday starting February 2009 Every Month Thereafter

Time: 9:00am – 2:00pm

Location: "Road-Show" Style (Various Locations)

Cost: \$35.00 Per Session

Morning refreshments will be provided. Price does not include lunch.

Speakers

Session 1

U.S. Embassy, Mexico City, Mexico (video conference)

U.S. Export Assistance Center, Philadelphia

Honorary Consul of Chile, Philadelphia

Session 2

ATD American

Global Arena

Delaware Valley Resource Center (DVIRC)

Session 3

BDP International, Inc.

Session 4

Fitzpatrick Lentz & Bubba, P.C.,

Session 5

American Export Training Institute

Session 6

U.S. Small Business Administration (SBA)

***Please call Nicole DeSilvis TODAY @
215.597.6101 to secure your seat!***

OR REGISTER TODAY -

<http://buyusa.gov/philadelphia/bittg.html>

"Items of international Interest"

ALSO SEE - <https://www.buyusa.gov/philadelphia/ioii.html>

The U.S. Commercial Service has posted the most recent "Items of International Interest" (IOII) on the above link.. The newsletter on their "BuyUSA . Gov" website is fantastic for several reasons... 1) The newsletter will not clog your e-mail account while traveling 2) the newsletter will have an archive so you can review previous releases and 3) the U.S. Commercial Service can be your focal point for all USEAC activities in the Region!

The website is listed below for your review and enjoyment. As always the U.S. Federal Government does not endorse nor accept responsibility for the content of any announcement in the IOII - this is for informational services only. Please check the website as one of your favorites "bookmark" every Tuesday for the latest proposed activities in your Region.

www.AsiaMarketingManagement.com/thechinaformula.html in your next "International" newsletter?

For 25 years I've been helping U.S. companies export successfully to China. Now, I've boiled down the lessons I've learned in a seven-minute video: **The CHINA Formula for American Exporters**. Take a look and feel free to share it with your colleagues and friends who have an interest in the China market.

Best, James



James Chan, Ph.D., President
Asia Marketing and Management (AMM)
2014 Naudain Street
Philadelphia, PA 19146-1317 USA

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E-mail: JamesChan@AsiaMarketingManagement.com
Website: <http://www.AsiaMarketingManagement.com>

Forging business relationships in China (“[the CHINA formula](#)”), international sales & marketing, keynote speaker on China and entrepreneurship

The International Trade Administration's Office of Public Affairs has just published a new issue of its newsletter, "International Trade Update."

"International Trade Update" is published monthly and is available on the ITA's Web site -- www.trade.gov -- in both screen-readable (HTML) and downloadable (Adobe Acrobat) versions.

INTERNATIONAL TRADE UPDATE

(Click for entire issue in [PDF](#) or [HTML](#))

[International Buyer Program Brings Overseas Customers to Domestic Trade Shows](#)

The program recruits more than 125,000 foreign buyers, sales representatives, and business partners to attend events that enhance international marketing opportunities in tough economic times.

[Foreign Direct Investment and Economic Revitalization Can help Stabilize Iraq](#)

The successful reduction of violence in Iraq has led to increased investment and opportunities for economic growth.

[Short Takes: News From the International Trade Administration](#)

- ITA's Coaching Program Earns Award
- Report Highlights Efforts to Curb Foreign Manufacturing Subsidies
- International Visitors up 8 Percent through Third Quarter of 2008

[International Trade Calendar](#)

[Market of the Month: United Arab Emirates](#)

This message has been approved by the Acting Under Secretary of Commerce for International Trade, Michelle O'Neill

Northeastern Pennsylvania Alliance International Business Development Notes

March 16, 2009

Featuring...

1. **International Documentation Training – March 24th, Scranton**
2. **PA's Trade Advisors Visit Northeast PA – March 26th, Wilkes Barre**
3. **Market Access Grant Final Deadline – March 27th**
4. **Upcoming Trade Events**

1. International Documentation Training

Presented by Allocca Enterprises in cooperation with and sponsorship by NEPA and the Greater Scranton Chamber of Commerce

Tuesday March 24th, 8:30a.m. – 4:30 pm
Location: The Greater Scranton Chamber of Commerce

[Click here to view program flyer and registration.](#)

Cost: Twenty-six grants are available to qualifying PA companies to attend for the reduced price of **\$200 per person**. Regular price of this event is \$395 if you register before March 16th or \$450 after that date. Grants will be awarded on a first-come, first-served basis. Email admin@alloccaenterprises.com to see if your company qualifies.

Program overview

This program will help you understand when and how you should be filling out certain international documents listed below. We will go through each document, step by step, and you will know where to go and what to look for in your own documents to be able to fill them out accurately and know when they are required. Many companies are exposing themselves unnecessarily to shipment delays, Customs audits and demurrage charges because there is incomplete or inaccurate documentation for the shipment. Why not learn what documents you should be filling out and how to do so accurately so you can keep your customers, distributors and company ahead of schedule?

Topics covered:

- Understanding Commercial invoices, packing lists, bills of lading, SED's, Certificates of Origin, Dock Receipts. Knowing when they are required and going step by step on how to fill out each them.
- What other documents can be used to reduce delays, eliminate demurrage and shorten your product cycle.
- Understanding what a DCS statement is and why you should have it all on domestic and export commercial invoices.
- Wood Certificates, Legalization and pre-shipment inspection –what countries still require it.
- NAFTA Certificates of Origin's – Common errors, when you should/ shouldn't fill one out.

2. PA Trade Advisors to Visit Northeast PA...

Thursday, March 26, 2009

The Woodlands Inn & Resort, Wilkes Barre

8:30-9:30 a.m. - Industry Presentations – *Mining, Rail, Oil & Gas, Renewable Energy/Environmental Technologies & Life Sciences*

9:30-11:30 a.m. - One-on-One Company Meetings

Meet the Trade Advisors from:

- **Australia**
- **Brazil**
- **Canada**
- **Chile**
- **Eastern Mediterranean Region**
- **Saudi Arabia**
- **Shanghai (China)**
- **South Africa**

The Trade Advisors will give brief presentations on the specified industry sectors, best market prospects and then meet one-on-one with *any* companies interested in their market(s). Please note one-on-one meetings will not be limited to these industry sectors – all companies interested in the markets are welcome and encouraged to attend. This event is free. Please email us to register.

3. Final Market Access Grant Deadline of the Fiscal Year – March 27th

The Market Access Grant (MAG) program is designed to provide small and mid-sized Pennsylvania businesses with the financial assistance they need to increase export sales. This is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support. The MAG program will provide up to \$5,000 per company, per fiscal year in matching funds to both offset a portion of the qualifying expenses associated with new international initiatives as well as provide international business support.

The MAG program is designed to provide flexibility and encourage innovative use of funds to meet the specific international marketing needs of the applicant. Examples of funded projects include:

- Trade mission participation
- Trade show exhibition
- Foreign market sales trips
- Consultant fees for website internationalization
- International marketing media design
- Training and workshops (CE Mark, CSA, ISO, etc.)
- And more!

Grant applications must be submitted *prior* to the event for which you are requesting funds. Applications are reviewed quarterly. The next application deadline is **March 27, 2009.**

Please note this is the final MAG review of this fiscal year. If you are planning on participating in a trade event on or before June 30, you must apply now!

[Click here for the Market Access Grant guidelines and application form.](#)

4. Upcoming Trade Events

Seoul Food & Hotel 2009

May 13-16, 2009

Seoul, South Korea

Cost: \$150 (to send samples & literature), Deadline: March 27, 2009

[Trade Mission to the Czech Republic & Ukraine](#)

May 25-29, 2009

Prague, Czech Republic & Kiev, Ukraine

Cost: \$500; Deadline: March 27, 2009

Trade Mission to Israel, Turkey & Jordan

June 14-19, 2009

Amman, Tel Aviv & Istanbul

Cost: \$500; Deadline: March 31, 2009

ILSI-BioMed 2009

June 15-17, 2009

Tel-Aviv, Israel

Cost: \$350; Deadline: March 31, 2009

Trade Mission to South Africa

June 17-26, 2009

Johannesburg, Durban & Cape Town

Cost: \$300; Deadline: May 15, 2009

DSEi 2009

September 8-11, 2009

London, England

Cost: \$1,500; Deadline: April 27, 2009

Vietnamwood 2009

September 24-26, 2009

Ho Chi Minh City, Vietnam

Michael Horvath, International Business Development Manager

Email: mhorvath@nepa-alliance.org

Debbie Phillips, International Business Development Specialist

Email: dphillips@nepa-alliance.org

[Email us](#) to unsubscribe to this newsletter.

NEPA

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INTERNATIONAL TRADE UPDATE

February 2009

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[Market of the Month: United Arab Emirates](#)

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Northeastern Pennsylvania Alliance News

NEPA



International Trade Market Access Grant Program

Your business might be eligible for up to \$5,000 in grant funding to increase its international business capabilities!

The Market Access Grant (MAG) program is designed to provide small and mid-sized Pennsylvania businesses with the financial assistance they need to increase export sales. This is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support. The MAG program will provide up to \$5,000 per company, per fiscal year in matching funds to both offset a portion of the qualifying expenses associated with new international initiatives as well as provide international business support.

The MAG program is designed to provide flexibility and encourage innovative use of funds to meet the specific international marketing needs of the applicant. Examples of funded projects include:

- Trade mission participation
- Trade show exhibition
- Foreign market sales trips
- Consultant fees for website internationalization
- International marketing media design
- Training and workshops (CE Mark, CSA, ISO, etc.)
- And more!

Last fiscal year, 19 Northeastern Pennsylvania companies applied for 29 Market Access Grants totaling \$80,370. Help us bring even more of this funding to our region this year. If you are thinking of visiting a current

international customer, participating in a trade show or something else, please don't miss this opportunity!

Deadline: Grant applications must be submitted prior to the event for which you are requesting funds. Applications are reviewed quarterly. The next application deadline is March 27, 2009. This is the final MAG review until the next fiscal year begins on July 1, 2009!

For an application or more information contact:

[Michael Horvath](#), International Business Development Manager
570-655-5581, ext. 247

[Debbie Phillips](#), International Business Development Specialist
570-655-5581, ext. 233

Industry Briefings & Counseling with Pennsylvania's Authorized Trade Representatives Explore International Markets with Great Prospects for Power Generation & Energy

Thursday, March 26, 2009

8:30-11:30am

Woodlands Inn & Resort, Wilkes-Barre

Meet the Trade Advisors from Australia/New Zealand, Brazil, Canada, Chile, Eastern Mediterranean Region, Saudi Arabia, Shanghai, China, South Africa, United Kingdom

8:30 - 9:30 a.m. - Industry Sector Presentations - Mining, Rail, Oil & Gas, Renewable Energy/Environmental, Technologies & Life Sciences

9:30 - 11:30 a.m. - One-on-One Company Meetings

The Trade Reps will give brief presentations on the specified industry sectors and best market prospects. One-on-one meetings will not be limited to these industry sectors - all companies interested in these markets are welcome and encouraged to attend. The briefings and appointments are free, but registration is required. To register, contact [Debbie Phillips](#) or call 570-655-5581. Registration Deadline is Monday, March 23, 2009.

International Documentation Training Presented by Allocca Enterprises in cooperation with and sponsorship by the Northeastern Pennsylvania Alliance and the Greater Scranton Chamber of Commerce

Tuesday, March 24th - 8:30am-4:30pm

Greater Scranton Chamber of Commerce, 222 Mulberry Street, Scanton

Topics Include: Understand how to correctly fill out Commercial Invoices, Packing Lists, Bills of Lading, SED's, Certificates of Origin, Dock receipts and Fish & Wildlife; Shippers Export Declaration- (SED)- Understanding every field and how you are required to fill one out correctly; How to minimize delays in Customs by having all of the information the first time; Why you should be using a DCS Statement on all of your invoices both domestic & international; Understanding which countries still

require a wood certificate; What does Legalization of documents mean and for which countries is this required; Pre-Shipment Inspection's - Who requires them and how should they be done?; NAFTA Certificates of Origin's - Common errors, when you should/ shouldn't fill one out.

Who should attend: Traffic managers, purchasing managers, shipping/receiving personnel, compliance officer, sales managers, customer service managers and anyone involved or concerned with international shipments.

Cost is \$395** per person (pre-register by March 16th), \$450 to register after March 16th. Includes all reference material, morning pastries/coffee and lunch. Seating is limited, reservations & check required to guarantee seat.

Must RSVP via fax to 518-732-2241, Attn: Mike Allocca. Checks must be received no later than March 23rd. Please visit the website to pay via credit card at www.alloccaenterprises.com

Through a grant with the Pennsylvania Department of Community & Economic Development (DCED) Office of International Business Development (OIBD), we are pleased to offer 26 seats at a \$195 registration discount to all qualified Pennsylvania businesses. Reducing pre-registration fees to \$200 per attendee, if your company qualifies. In order to see if your company qualifies you must email admin@alloccaenterprises.com PRIOR to registration to confirm your location and to see if your company is eligible. Each qualified Pennsylvania business is entitled to 1 discounted seat, not to exceed 26 total seats. If there are fewer than 26 qualified companies, we can award a second discounted seat to the same company and so forth until all 26 seats are filled. We can have more than 26 people attend but they will be at the regular price



Please Join Us in Celebrating the World Trade Center of Greater Philadelphia and this Year's Honorees!

- [5/13 - World Trade Centers Day Dinner](#)
- [More WTCGP events](#)



• 5/13 - World Trade Centers Day Dinner

Awards Dinner

Union League

140 S. Broad St.
Philadelphia, PA

Wed., May 13, 2009
Cocktails 6:00 p.m.
Dinner 7:00 p.m.

Member Fee: \$200

Non-Member Fee: \$250

[**REGISTER TODAY!**](#)

On Wednesday, May 13, 2009, the World Trade Center of Greater Philadelphia will host its annual **World Trade Centers Day Dinner** at the Union League, beginning at 6:00 p.m.

This year we honor **Rosemary Turner**, vice president and chief operating officer, Metro Philadelphia Division, **United Parcel Service (UPS)** with our *Global Business Leadership Award* for her efforts to promote international trade within the Greater Philadelphia region.

We are also very pleased to recognize our 2009 member companies of the year: **LCR Electronics, Inc.** in Pennsylvania and **Holt Logistics** in New Jersey.

Each year the WTCGP hosts its World Trade Centers Day Dinner to celebrate the mission of World Trade Centers worldwide and honor a prominent figure in regional economic development. The dinner also celebrates the achievements and work of exemplary WTCGP member companies.

We invite everyone to celebrate the contribution of these outstanding individuals and companies to the economic development of the Greater Philadelphia region by [sponsoring this event](#) or [placing an advertisement](#) in the program book.

Please join us for a wonderful evening of celebration and powerful networking!

• More WTCGP events

You can find information about other WTCGP events in 2009 and register for our programs online at the [WTCGP Event Calendar](#).

To learn more about events organized by our partners and supported by the WTCGP, please visit our [Regional Calendar](#).

For past events, please visit our [Events Photo Gallery](#) or go to the archives of our bi-weekly newsletter [WorldLinks](#).

World Trade Center of Greater Philadelphia

Two Penn Center, Suite
305
1500 John F. Kennedy
Blvd.
Philadelphia, PA 19102
215-586-4240
wtcgpnews@wtcphila.org
<http://www.wtcphila.org>

The mission of the World Trade Center of Greater Philadelphia is to provide a world-class portfolio of services that enhances international trade growth and leads the Greater Philadelphia region to economic prosperity. We offer a number of programs, such as one-on-one counseling, market research reports, customized export/import strategies, and educational opportunities through seminars, international trade missions and networking events. The WTCGP is a licensed and certified member of the World Trade Centers Association and is a Pennsylvania 501(c)(3) non-profit-corporation. Visit our website at www.wtcphila.org.



**Export to the Middle East:
Strategies for Success
Register Today!**

Speaker:

Seth Vogelman

Middle East Office for the State of Delaware

International Trade and Development

A wealth of trade opportunities are available in the Middle East, but it is a tough business market with intricate regulations. The State of Delaware provides support for companies looking to do business in this area of the world. Take advantage of this assistance as we host Mr. Seth Vogelman, Delaware's Middle East Trade Representative on U.S. soil.

This is a once-a-year opportunity to meet with Seth Vogelman in person as he will review the State of Delaware's services in the Middle East, and will discuss its key markets.

*For your convenience, Seth Vogelman will be available in
Wilmington and Dover for seminars addressing your questions and
concerns on engaging in trade in the Middle East.*



Wilmington: March 18, 2009
Location: University & Whist Club
805 N. Broom St.
Wilmington, DE 19806

Dover:

Central Delaware Chamber of Commerce

435 North duPont Highway

Dover, DE 19901

[Register Online](#)

Download Event Flyer

Presented to you by the **World Trade Center Delaware**
with the **State of Delaware International Trade and Development Office**

email: info@wtcde.com

phone: 302-656-7905

web: <http://www.wtcde.com>

This notice is provided solely as a courtesy and does not constitute a U.S. Department of Commerce or U.S. Small Business Administration or U.S. Export Assistance Center endorsement of the events or of the organizer(s)/sponsor(s).

For a more complete listing of international events in your area visit
www.export.gov

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robert.elsas@mail.doc.gov _____