

Global Market Connector

A newsletter of the U.S. Commercial Service in Kansas City



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GLOBAL TRIVIA

Q1: What did Martin Stone invent in 1888 that many still use every day?

Q2: Which country has the world’s highest GDP when adjusted for purchasing power parity?

A1: Drinking Straws
A2: Qatar

Doing Business in Africa Campaign

President Obama recently issued a statement fully supporting the Department of Commerce’s Doing Business in Africa Campaign.

The President wrote in a November 26th statement, “Through the DBIA campaign, we are responding to the emergence of African regional economic communities, and working with our partners to deepen integration, reduce barriers to trade and investment, and support existing and new investments by American businesses. By doing so, we continue the work of creating jobs and expanding economic opportunity that will help drive our economy and support the growth of our African trading partners.”

Africa is home to 6 of the top

10 fastest growing countries in the world and U.S. exports to sub-Saharan Africa now top \$21 billion annually.

Missouri and Kansas companies in the clean energy sector should pay particular attention to development in Africa. In January, 2013, the US-Africa Clean Energy Development and Finance Center in Johannesburg will open to the U.S. private sector.

This facility is a complement to the U.S.-Africa Clean Energy Finance Initiative, a \$20 million financing mechanism developed to support private sector investment and increase support to sub-sector businesses and exporters making the transition to the sub-Saharan Market.

While the African market is

particularly ripe for clean energy companies, it remains fertile, undeveloped ground for many American exporters.

Let the U.S. Commercial Service and Department of Commerce help you tap into those markets. [Sign up today](#) for access to:

- **Trained export counselors**
- **Special Trade Programs**
- **Export financing programs**
- **Get inside scoop from top U.S. officials.**

Season’s Greetings from CS Kansas City

Wishing you and your families a warm and wonderful holiday season. May the New Year bring your continued success in your business endeavors and export expansion around the world.



Local Trade Events

International Sales Agents

January 9, 2013 - Overland Park, KS

Using a local, independent representative, distributor, or sales agent can be a low-cost and generally low-risk way to enter an international market. The agents know the language, the business culture, and hopefully your target customers. However, to maximize the prospects for success, you need time with your representatives to train them and make sure their interests and your interests are aligned. Learn how to make third-party representatives work for you at this one-day seminar. [Please click here to register.](#)

AG Connect Expo & Summit

January 29-31 - Kansas City, MO

AG CONNECT Expo & Summit offers a preview of what's to come in agriculture in the next several years through new technologies, advanced practices, and operating efficiencies that improve quality and yield. AG CONNECT is known for one-on-one access to leading senior executives as well as industry and education expert on key issues facing agriculture. This international buyer program is making its first appearance in Kansas City. The previous installment featured more than 270 exhibitors to showcase and educate the agricultural business community. [Please click here to register.](#)

U.S. Trade Events and Workshops

2013 International CES

January 8-11, 2013 - Las Vegas, NV

CES is the premier event bringing together consumer electronics product manufacturers, distributors, researchers, content developers, financial analysts, and the press with the highest concentration of buyers and decision-makers in the retail distribution channel. It is the world's largest trade show for the broad-based consumer electronics technology market. [Please click here for more information.](#)

International Poultry Expo

January 29-30, Atlanta, GA

Join us in Atlanta, January 29th - 30th for the International Poultry Expo. This expo is the primary source of funding for the U.S. Poultry & Egg Association, the world's largest and most active poultry organization with every segment of the poultry industry represented. [Please click here for more information](#)

World of Concrete 2013

February 5-8, 2013 - Las Vegas, NV

World of Concrete features 1,300 exhibiting companies providing the latest products, technology and equipment in the construction industry. Commercial Specialists from U.S. Embassies and Consulates around the world will be available to meet with U.S. companies to discuss individualized market opportunities. [Please Click here for more information.](#)

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International Trade Shows and Missions

Arab Health 2013

January 28-31 - Dubai, U.A.E.

[Please click here for more information.](#)

SATTE 2013

(Travel and Tourism B2B Event)

January 16-22 - New Delhi, India

[Please click here for more information](#)

Multi-Sector Trade Mission to South India and Sri Lanka

Feb 3-8, 2013

[Please click here for more information.](#)

Trade Mission to Egypt and Kuwait

March 10-14, 2013

[Please click here for more information.](#)

MCE Deepwater Development

March 18-20, 2013 - The Hague, Netherlands

[Please click here for more information.](#)

New Zealand Fieldays

(Agriculture and Agribusiness Expo)

June 12-15, 2013

[Please click here for more information.](#)

Upcoming Webinars

Export Credit Insurance

January 9

Learn about the benefits of using export credit insurance. Export credit insurance allows you to increase your export sales by limiting your international risk, offering credit to your international buyers, and enabling you to access working capital funds.

[Click here to register.](#)

Registering & Selling Chemicals in China

January 9

This webinar will inform on China's current requirements for the registration, importation and transportation of chemicals. Hear from a China-based team featuring a chemicals registration expert, and an online marketplace operator of chemicals trading in China, and a U.S. chemicals manufacturer and exporter. [Click here to register.](#)

How to Avoid Customs Penalties on Shipments

January 16

Customs officials and logistics professionals discuss current compliance and regulatory concerns, most common problem areas in customs clearance, and how to avoid penalties and delays in shipment.

[Click here to register.](#)

The Foreign Corrupt Practices Act

January 17

In this 60 Minute webinar briefing, Ross Garber, a partner with the Washington, D.C. and Hartford Connecticut offices of Shipman & Goodwin LLP, will provide practical guidance on how you can avoid FCPA problems.

[Click here to register.](#)

Patent your Products

January 24

Join the U.S. Commercial Service to learn more about patents & the America Invents Act (AIA) which is the largest patent reform since 1836. [Click here to register.](#)

Pet and Veterinary Product Opportunities in the Czech Republic and in England

January 30

Czech Republic catalog fair at FOR FAMILY/ FOR PETS fair will be introduced. In addition, participants will hear from CS European Union office on regulations and market entry issues for pet and veterinary products' manufacturers looking into EU market entry.

[Click here to register.](#)

Business Opportunities in the Philippines

February 5

In 2011, the United States was a leading exporter into the Philippines' market. Information Technology, telecommunications, medical equipment, electric power systems and water resource equipment services will continue to offer the most promising opportunities for U.S. companies over the next few years. Learn how your company may take advantage of this opportunity.

[Click here to register.](#)



Special Missouri Issue

Commercial News USA, in partnership with the Department of Economic Development, is offering Missouri exporters 1/9 page color display or listing ad, and free translation, in America's export promotion magazine.

Sell your products worldwide by taking advantage of a special MO STEP=UP sanctioned activity for Missouri exporters to advertise in Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce. Commercial News USA will help you target buyers, distributors, and wholesalers in 178 countries.

All advertisers in the Missouri Special Section will receive:

- Inclusion in the print magazine
- Inclusion in the digital edition (cnusa.thinkglobal.us)
- Inclusion on the website
- Free design and production of your ad
- Free translation
- Follow up reports on reader inquiries and click through

Deadline to register:

January 18, 2013

Visit: www.thinkglobal.us/missouri

Kansas Governor's Exporter of the Year 2013 Seeks Nominations

The Kansas Department of Commerce is accepting nominations for the 2013 Kansas Governor's Exporter of the Year. Kansas businesses that have excelled in international business and marketing are encouraged to submit their nominations to be considered. Companies can nominate themselves or have an organization submit their application. Apply by January 28, 2013. For more details and to apply, please visit: <http://www.kansascommerce.com/index.aspx?NID=156>, or contact April Chiang at Achiang@kansascommerce.com or call 785-296-5473.

Still Time to Apply for “E” Award



During World War II, more than 4,000 “E” Pennants were presented to war plants in recognition of production excellence. The famous flag with the big “E” emblazoned on it became a badge of patriotism in action.

President Kennedy revived the World War II “E” symbol of excellence to honor and provide recognition to America's exporters. Thus, the “E” Award Program was established by Executive Order 10978 on December 5, 1961. The “E Star” was authorized in 1969 to recognize “E” Award winners

for continued efforts in export expansion.

In case you missed it in the November issue of the Global Market Connector, the U. S. Commercial Service is still accepting applications for the President's “E” and “E Star” Awards. Do not miss your opportunity to be honored as one of the nation's leaders and elite contributors in the export arena.

If your company is an exporter or export service provider and have made contributions to increasing the nations exports, you may eligible. The deadline for submitting an application is closing fast. All submissions must be submitted by **January 21, 2013**.

Applicant's for the “E” Award must show 4 years of successive export growth accompanied by a rising percentage of export sales within total sales.

Previous winners of the President's “E” Award may apply for the President's “E Star” Award for continued superior performance in exporting over a four-year period.

For the first time, previous “E Star” Award recipients may apply for additional awards once they have four additional years of contributions to export expansion.

For more information and to access the on-line application, visit export.gov/exportawards/.

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More information can be found at

www.export.gov/missouri

www.export.gov/kansas



The U.S. Commercial Service is the trade promotion unit of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade specialists in 107 U.S. cities and in more than 80 countries work with small- and medium-sized businesses to help them get started in exporting or increase their sales to new global markets.