

Global Market Connector

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



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GLOBAL TRIVIA

Q1: The Chinese word for these is "Kwai Zi" which roughly translates into "quick little fellows." What are they?

Q2: Helvetica, more commonly known as a font type, is actually the Latin name for which European Country?

A2: Switzerland
A1: Chop Sticks

JANUARY 2013

Spotlight: U.S. Trade Development Agency

The United States Trade Development Agency (USTDA) is a foreign assistance agency aimed at creating U.S. jobs through the export of goods and services for priority development projects in emerging economies.

USTDA connects U.S. businesses with export opportunities by funding project planning activities, pilot projects, and reverse trade missions. Over the past year, USTDA funding contributed directly to \$2.2 billion in U.S. exports, giving the agency a 63:1 ratio in export revenues per dollar spent.

The USTDA's unique funding practice enables the agency to maximize relationship between the United States and foreign marketplaces to create a sustainable relationship. The USTDA provides

grants directly to the foreign project sponsor who, in turn, selects an American company to complete the funded activity.

While USTDA offers projects in a variety of sectors, most focus on energy, transportation, and environmental services.

Listed below are a handful of project opportunities currently available.

Brazil - Transportation System

Expansion and improvement of traffic management capabilities on Belo Horizonte's public transportation system.

Brazil - Aviation Industry

\$1.8 billion in improvements to Tancredo Neves International Airport over the next 20 years.

China - Water Quality

Retrofit and installation of water quality monitoring and control infrastructure.

Columbia - Port Facility.

Improved safety and security systems at Ports of Cartagena and Contecar.

Indonesia - Power Plant

Initial development of a 50MW geothermal powerplant in Jailolo.

Turkey - Early Warning System

A comprehensive, nationwide flood forecasting and early warning system to mitigate damage.

For more project opportunities, please visit ustda.gov.

U.S. Ambassador McCulley Visits Kansas City

Africa has become a priority target for exports as indicated by the President's "Doing business in Africa" campaign. The United States Ambassador to Nigeria, Terence McCulley, will be in Kansas City on **January 31st** to speak on the economic opportunities in the West African country.

Accounting for 40% of West African imports, Nigeria is home to Africa's third-largest consumer market - trailing only Egypt and South Africa.

Many industry sectors prominent in Missouri and Kansas are in demand including oil & gas, healthcare, electrical power, computers, telecommunications, auto parts, and construction.

The International Relations Council will host Ambassador Terence McCulley for a special evening program on **January 31, 2013**. Space is limited. [Please click here for more information and to register.](#)



Meet Ambassador Terence McCulley on Thursday, January 31st.

Local Trade Events

AG Connect Expo

January 29-31 - Kansas City, MO

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

HTSUS Classification

February 20-21 - Kansas City, MO

This two day workshop will expose participants to the many nuances in the classification process of the Harmonized Tariff Schedule of the United States (HTSUS). Classification not only influences the amount of duty collected at the border but may also affect the Rules of Origin for duty preference programs eligibility such as NAFTA. This workshop addresses the process of applying the HTS, general rules of interpretation, the legal notes, and the explanatory notes enabling the most accurate classification. [Please click here to register.](#)

China: New Opportunities

February 11 — Kansas City, MO

Join the World Trade Center Kansas City for this informative briefing. Whether you are an entrepreneur looking for foreign investment, a service provider needing to keep up with current trends, a business owner interested in expanding to the Chinese market—then this program is for you. Topics include: The Chinese Economy—Today and Tomorrow, What China Trade Means to the Kansas City region, Intellectual Property Concerns, and a panel discussion with local businesses on Doing Business with China. For more information, [please click here to register](#)

U.S. Trade Events and Workshops

International Poultry Expo

January 29-30, Atlanta, GA

Join us in Atlanta, GA for the International Poultry Expo. Every segment of the poultry industry is represented: live production, hatchery, processing, further processing, packaging, commercial egg, marketing, and all support activities. In 2012 more than 20,000 visitors, including 4,000 international visitors attended. [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.](#)

International Home and Housewares Show 2013

March 2-5, 2013 - Chicago, IL

Over 2000 exhibitors and 60,000 attendees are present at the home and housewares industry's North American event. Product categories vary from kitchen equipment to cleaning supplies to electrical technologies. [Please click here for more information.](#)

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are doing.](#)*

International Trade Missions

Missouri Governor's Mission to South Korea and Taiwan

March 18-22, 2013

Join Missouri Governor Jeremiah (Jay) Nixon on a Trade Mission to Seoul, South Korea and Taipei, Taiwan, March 18-22, 2013. Space is limited, don't miss out. For more information, please contact Jenna.Vaughan@ded.mo.gov, or [click here.](#)

Missouri Healthcare Mission to Saudi Arabia

May 11-15, 2013

Join the Missouri Healthcare and Medical Devices Development Mission to Saudi Ara-

bia. For more information, please contact Doug Potts at Doug.Potts@ded.mo.gov or [please click here for more information.](#)

Missouri Trade Mission to China

May 13-18, 2013

Missouri will lead a trade mission to Kunshan City, Jiangsu Province, China to participate in the 2nd China International Import Expo on May 15-18, 2013. For more information about this mission, please contact Mr. Yan Li at Yan.Li@ded.mo.gov or [please click here for more information.](#)

Missouri Mission to New Zealand

June 12-15, 2013

Join the Missouri Trade Mission to Fieldays 2013 in Hamilton, New Zealand. Focus of this mission is agriculture equipment, agriculture chemicals, animal pharmaceuticals and plant science. For more information, please contact Ms. Krista Hinrichs, at Krista.Hinrichs@ded.mo.gov or [please click here for more information.](#)

Please note: Eligible firms may apply for MO STEP=UP funding for reimbursement for mission expenses. More on this, please visit: www.ded.mo.gov/mostep

Upcoming Webinars

Pet & Veterinary Product Opportunities in Czech Republic & UK

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.](#)

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 these opportunity. [Click here to register.](#)

Mexico Health IT

February 6

Join the U.S. Commercial Service for this

webinar that will focus on how U.S. firms specializing in patient control, electronic healthcare records, supplies inventory control, pharmacy inventory, services management, and security systems can best position themselves in Mexico. [Click here to register](#)

NAFTA—Labeling Requirements for Exported Goods

February 6

In this webinar you will learn about NAFTA labeling requirements for exporting goods to Mexico and Canada. You will understand the importance of these standards. [Click here to register](#)

Website Optimization to Attract International Buyers

February 6

Learn how to maximize international exposure for your products and services. It covers using websites as an effective marketing channel; making your site “visible” to customers; search engine optimization; comparing Search Engine Optimization to Pay Per Clicks and attracting buyers from different countries to your site. [Click here to register.](#)

Preview the New

Export.gov



The preview launch of the new **Export.gov** is now live. The preview site will run alongside the current **Export.gov** site to minimize the impact on users and allows you to become familiar with the new site and its features.

During this preview period, we encourage you to explore the new **Export.gov** and provide feedback to help us fine tune the online experience before the full re-launch of **Export.gov** later this spring.

The new **Export.gov** is available from the “hero box” on the existing **Export.gov** site and at <http://new.export.gov>.

Preview Now: <http://new.export.gov/>

Remember Indonesia and Vietnam in 2013

Asian market penetration is likely a New Year's resolution for many companies this year. China and India have been on company watch lists for well over a decade and continue to provide strong opportunities, but they are not Asia's only opportunities. Other countries such as Indonesia and Vietnam should not be overlooked.

Under Secretary of Commerce for International Trade, Francisco Sanchez, recently led a trade mission to Vietnam and Indonesia focused on infrastructure. This was his third visit to Vietnam in the last 20 months.

Both countries are experiencing some of

the fastest growth rates in the region. In 2011, Indonesia's economy grew by 6.5% with Vietnam not too far behind at 5.9%.

These nations also belong to the Association of Southeast Asian Nations (ASEAN), a trade bloc of 10 states that represent the United States fourth largest trading partner.

These high growth rates have created infrastructure and energy needs that are incapable of being fulfilled by local suppliers, particularly in Indonesia - the world's fourth-most populous country.

An increased focus on improving eco-

nomical relations with these nations was underscored by President Obama's visit to the region in November 2012 as Southeast Asian markets will play a pivotal role in achieving the President's goal of doubling exports by 2014.

The U.S. Commercial Service is well versed in the Indonesian and Vietnamese markets and can help your company make the next step in accessing these under-tapped regions.

[Click here for more information on Under Secretary Sanchez's trade mission.](#)

2013 International Buyer Program Schedule

International Buyer Programs are joint government-industry efforts that bring thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at the trade shows.

[NAHB International Builders Show](#) - Las Vegas, NV
[AG CONNECT EXPO 2013](#) - Kansas City, MO
[International Poultry Expo/Feed Expo](#) - Atlanta, GA
[World of Concrete](#) - Las Vegas, NV
[Graphics of the Americas \(GOA\)](#) - Orlando, FL
[International Home + Housewares Show](#) - Chicago, IL
[Natural Products Expo West/ Engredea](#) - Anaheim, CA
[The Nightclub & Bar
Convention and Trade Show](#) - Las Vegas, NV
[The 2013 NAB Show](#) - Las Vegas, NV
[WINDPOWER 2013
Conference and Exhibition](#) - Chicago, IL
[Offshore Technology Conference](#) - Houston, TX
[WasteExpo 2013](#) - New Orleans, LA
[International CTIA Wireless 2013](#) - Las Vegas, NV
[The National Restaurant Association
Restaurant, Hotel-Motel Show](#) - Chicago, IL
[InfoComm International 2013](#) - Orlando, FL
[International Franchise Expo](#) - New York City, NY

[Fancy Food Show](#) - New York City, NY
[Annual Meeting and Clinical Laboratory
Exposition of the American Association
for Clinical Chemistry](#) - Houston, TX
[MAGIC Tradeshow - Summer](#) - Las Vegas, NV
[PRINT 13](#) - Chicago, IL
[RETECH 2013](#) - Washington, DC
[PACK EXPO Las Vegas 2013](#) - Las Vegas, NV
[GridWeek 2013](#) - Washington, DC
[WEFTEC 2013](#) - Chicago, IL
[International Baking Industry Exhibition](#) - Las Vegas, NV
[IFAI Expo Americas 2013
and SGIA Expo 2013](#) - Orlando, FL
[American Film Market](#) - Santa Monica, CA
[POWER-GEN International](#) - Orlando, FL
[Greater New York Dental Meeting](#) - New York City, NY

For additional information on the International Buyers Program, [please click here](#).

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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.