

# Global Market Connector

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



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## GLOBAL TRIVIA

Q1: What "cultural" World Heritage site can be found in Sydney Australia?

Q2: What country was created from the remains of the Habsburg Empire?

A1: Sydney Opera House  
A2: Austria

FEBRUARY 2013

## 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.

There are three ways to access the new **Export.gov**. Access it from the "hero box" on the existing **Export.gov** site, visit the URL

directly at <http://new.export.gov>, or simply click on the image above!

Please be sure to provide your feedback so we may give you the best service possible.

## Export Control Program Coming this April

On April 9-10, the U.S. Commercial Service-Kansas City will team up with the Mid America District Export Council to provide a two-day "Export University."

This Level 301 program will cover the U.S. Export Administration Regulations (EAR), the International Traffic in Arms Regulations (ITAR), and export compliance maintenance.

Requirements for EAR and ITAR compliance are constantly

evolving. Representatives from the Kansas City law firm, Miller and Company will provide training on managing export exposure, limiting liability and risk, and understanding the consequences of non-compliance.

Miller and Company has extensive, specialized experience in governmental regulations compliance covering a wide range of constantly changing import, export, and foreign-trade zone issues.

The March 25th registration deadline is fast approaching. Register online by [clicking here](#).

To receive an official event flier or for more information on this opportunity, contact Sally Pacheco by phone at 816-421-1876 or by email at [Sally.Pacheco@trade.gov](mailto:Sally.Pacheco@trade.gov).

# Senior Commercial Officer Regional Conferences

In 2013, the U.S. Commercial Service has scheduled a series of four Senior Commercial Officer (SCO) Regional Conferences at four different locations around the country.

At these SCO Conferences, Senior Commercial Diplomats are brought in from overseas offices in particular regions to provide in-depth overviews of their particular markets in that region as well as market entry strategies, regulatory concerns, etc.

Participants will learn how to identify new export opportunities in the region in order to improve global market share and competitive strategy as well as develop strategic relations with individuals who are experts on exporting to these key markets.

Additionally, participants are allowed to schedule one-one counseling sessions with the Senior Officers in order to have all individual questions addressed specifically.

The schedule of the conferences generally is listed here with specifics on individual conferences outlined below.

[April 8-9 - Asia/Pacific](#)

[April 23-24 - Western Hemisphere](#)

[May 1-2 - Asia, Near East, Southeast Asia](#)

[June 4-5 - Europe](#)

## Asia/Pacific Business Outlook

**April 8-9 - Los Angeles, CA**

Economic growth in Asia is a major factor in the world's economy. Asia/Pacific Business Outlook is a two-day event bringing together 300 participants into contact with approximately 60 Asia business specialists discussing 17 markets.

This year, representatives from the following markets will make presentations: Australia, Brazil, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Russia, Singapore, Taiwan, Thailand, and Vietnam.

If you already export or are looking into exporting to one of these countries, attending this event is highly encouraged.

For a complete list of speakers or to register now for priority scheduling of one-on-one appointments, visit [www.apboconference.com](http://www.apboconference.com)

## Western Hemisphere

**April 23-24 - Minneapolis, MN**

The Minnesota District Export Council will be hosting two conferences in 2013. The first conference is a detailed look at the western hemisphere from Senior Officers working inside the market.

Over two days, 10 Senior Commercial Diplomats will cover 15 markets across the Western Hemisphere. If your company already exports or is interested in exporting to Argentina, the Caribbean, Dominican Republic, Mexico, Uruguay, Brazil, Chile, El Salvador, Nicaragua, Belize, Columbia, Guatemala, Panama, Canada, Costa Rica, Honduras, or Peru, then register for this program today.

Do not miss out on your opportunity to pre-register for one-on-one visits. [Click here for more information](#)

## Africa/Near East/Southeast Asia

**May 1-2, San Diego, CA**

Access 2013 offers the opportunity to hear directly from U.S. Commercial Service Officers serving in some of the world's fastest growing economies in Africa, Near East, and Southeast Asia.

If your company already exports or is interested in exporting to Algeria, Egypt, Ghana, India, Iraq, Israel, Jordan, Kenya, Kuwait, Pakistan, Lebanon, Libya, Morocco, Nigeria, Oman, Qatar, Saudi Arabia, or South Africa, then this conference is an ideal opportunity for your company.

Pre-schedule your one-on-one meeting with a U.S. Commercial Service Officer and receive early-bird pricing by registering today. [Click here for more information.](#)

## Europe

**June 4-5, Minneapolis, MN**

This annual conference will bring more than 25 Senior Commercial Diplomats and U.S. international trade officials to Minneapolis to discuss the European, Russian, and Turkish markets

Create strategic relationships with people on the ground in these key markets while learning best practices, top business opportunities, and effective strategies when entering these markets.

Pre-schedule your one-on-one meeting with a Senior Commercial Diplomats today so you do not miss this great opportunity. [Click here for more information.](#)

# Local Trade Events

## 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.](#)

## Missouri International Trade & Investment Office Directors

March 7-8— Kansas City, MO

For the first time in several years, the directors of all seven Missouri International Trade and Investment offices will be in the state. Each director will give an update on their market on March 7th and then will be available for one-on-one meetings the remainder of the day. The following markets will be addressed: China, Brazil, Mexico, Japan, India, South Korea and Europe. Contact Ms. Swechya Sharma with questions at [swechya.sharma@ded.mo.gov](mailto:swechya.sharma@ded.mo.gov).

## MO Step= Up Export Training Program

April 3 — Kansas City, MO

This three-month export training program is divided into four phases. Each Kansas City participant is assigned a Certified Global Business Professional coach who will assist you from beginning to completion of your first sale, as well as direct contact with professionals experienced in international trade to help you along the way. Phase I includes a MO Step = Up program overview, export testimonials, a how-to on setting up your export plan, international market research and targeted market selection, and establishing an individual business coaching schedule. [Please click here to register.](#)

# U.S. Trade Events and Workshops

## 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.](#)

## WINDPOWER 2013

May 5-8, 2013 - Chicago, IL

WINDPOWER is the world's largest wind energy event and the premier wind energy event in North America. Last year, over 11,000 attendees and 920 exhibitors took advantage of the 50+ educational sessions, industry workshops, and new technology show-cases. [Please click here for more information](#)

## Offshore Technology Conference 2013

May 6-9, 2013 - Houston, TX

Since 1969, OTC has been amongst the world's foremost events for the development of offshore resources such as drilling, exploration, production, and environmental protection. Last year set a show record with 89,400 visitors from 110+ countries. [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. For more information, please contact [Jenna.Vaughan@ded.mo.gov](mailto:Jenna.Vaughan@ded.mo.gov), or [click here](#).

The state of Missouri is also leading trade missions to Saudi Arabia, China, and New Zealand. [Click here for more information.](#)

## Trade Mission to Egypt

April 14-16, 2013

This multi-sector trade mission is geared

toward increasing U.S. exports to Egypt and includes one-on-one interviews with pre-screened buyers. [Please click here for more information.](#)

## Infrastructure Trade Mission to Colombia and Panama

May 13-16 2013

Government and private industry in these countries are investing \$30 billion in infrastructure. This executive-led mission will focus on helping U.S. companies make the necessary contacts to acquire some of this business. [Please click here for more information.](#)

## U.S. Medical Trade Mission to Brazil

May 21-24, 2013

Join the U.S. Commercial Service on its trade mission to Hospitalar, South America's largest healthcare trade show. This program is designed for all manufacturers, service providers, and trade organizations and associations. [Please click here for more information.](#)

For a complete listing of all trade missions sponsored or supported by the U.S. Commercial Service, [please click here](#).

# Upcoming Webinars

## Business Opportunities in Hong Kong

February 19

As a free port with no customs tariffs and limited exercise duties, Hong Kong has experienced growth levels matched by only a handful of companies. Learn how to access this market in a variety of sector. [Click here to register.](#)

## European Natural Gas Sector

February 20

Explore opportunities in the European natural gas market. This webinar will cover topics including market size, distribution networks, and new pipeline possibilities, as well as an overview of EU regulations. [Click here to register.](#)

## Exporting Cosmetics and Beauty Products to Spain and Portugal

February 20

Join the U.S. Commercial Service for this webinar, and learn about the markets, distribution, pricing, market entry opportunities in Spain's and Portugal's thriving cosmetics markets. [Click here to register.](#)

## Update on EU Regulations for Cosmetics and Beauty Products

February 21

In July 2013, the EU will fully replace the existing Cosmetics Directive. This webinar is designed to help U.S. exporters comply with new EU cosmetics regulations. [Click here to register.](#)

## Construction-related Export Opportunities in Central America

February 26

In 2011, the U.S. exported over \$31 billion worth of goods to Central America. Join this webinar to hear directly from industry experts on the vast construction projects in the area. [Click here to register.](#)

## Mexico Health IT

February 27

This webinar will explain the new priorities and opportunities for U.S. companies in Mexico. Hear from experts from Mexico's Health Ministry, hospitals and businesses about one of the world's fastest growing health IT markets. [Click here to register.](#)

## Opportunities: 2016 Olympics in Rio

### Rio 2016™ Supply Website

The 2016 Summer Olympics in Rio de Janeiro offer numerous opportunities for companies in all sectors, ranging from construction and engineering, hospitality, clothing, English education, security, and many more. Companies can register on this site and emails announcing opportunities will be sent to you directly.

[Click here for access.](#)

# Spotlight: Russia

When Russia opened its economy to the outside world, U.S. companies gained access to its 117 million population. Now, Russia imports \$290 billion in goods and services. Only \$15 billion of those goods, 5.3%, come from the United States.

What does that mean for U.S. companies? There is \$275 billion of annual business for United States exporters to acquire.

With that in mind, the U.S. Commercial Service, both nationally and in Kansas City, has made Russia a priority market for 2013 and beyond.

On Wednesday, March 6th, the U.S. Com-

mercial Service-Kansas City will sponsor with its partner, the International Trade Council of Kansas City, a "Opportunities in Russia" seminar. Commercial Attaché, Ken Walsh of the USCS-Moscow will discuss topics including an overview of the Russian market, major market opportunities including those associated with the 2018 World Cup, and market entry strategies among others.

Online registration is available at [www.itckc.org](http://www.itckc.org).

Additionally, the International Trade Administration is organizing a healthcare

trade mission to Moscow and St. Petersburg from June 3-7.

Led by a senior Department of Commerce official, the mission will focus on introducing U.S. healthcare exporters to the Russian market as well as networking and exploring business opportunities with select private sector interests

The application deadline for the Healthcare Trade Mission is March 15. Limited space is available so act fast. [Click here to register.](#)

# 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

A link to more information on the international buyer program and PDF version of the schedule is [available 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.*