We know that this time has brought a lot of uncertainty for all of us and as we maneuver through standard business challenges and learning new ways to operate our daily business. Please keep in mind that while we have new challenges, we should not lose sight of our goals as business will get back to normal. We want you to know that our international trade staff, our PA Authorized Trade Offices are operating as normal. It's a great time to maybe look into a new market by requesting market research and market intelligence or to develop new sales channels and prepare for new business in the near future to assist in efforts to expand sales. There is no better time than now to connect with new or reconnect with current international business contacts to show your commitment and to continue to develop or maintain international business relationships.

Please feel free to contact us with any of your needs and we will be happy to address and assist.

Happy Spring!

Tina & Joyce

Export Tools You Can Use

With the current COVID-19 affecting businesses world-wide, we are happy to provide you with some useful links to help with your daily
Export Finance Program

Looking for Working Capital Financing and Accounts Receivable Financing?

Offered through the Pennsylvania Department of Community and Economic Development (DCED), the Pennsylvania Industrial Development Authority (PIDA) Loan Program helps PA exporters finance international sales.

For the application process, please contact your local Certified Economic Development Organization (CEDO) service provider to package the loan application. To locate your local CEDO, Click here

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International Shipping Port Information/Delays:
As you are scheduling orders and shipments, you can use the following tools to stay alert to which country ports are affected by the COVID-19 crisis. Daily updates are advised for any ports affected. [https://www.nepia.com/industry-news/coronavirus-outbreak-impact-on-shipping/](https://www.nepia.com/industry-news/coronavirus-outbreak-impact-on-shipping/)

Additionally, for information on air freight shipments can be located on an interactive map at: [https://www.agility.com/insights/COVID19/air-freight/](https://www.agility.com/insights/COVID19/air-freight/)

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News & Resources to Know

The Strategic Early Warning Network, administered by the Department of Labor and Industry, offers resources to help small and medium-sized business, including business planning resources and contingency planning, at [https://www.steelvalley.org/coronavirus](https://www.steelvalley.org/coronavirus)

COVID-19 Back To Work Playbook - As most companies plan to get back to work, the health and safety of your employees is sure to be top of mind. Catalyst Connection has partnered with MAC Safety to provide you with this valuable resource.

There's no room for error in returning to work during the COVID-19 crisis. When health, safety, and lives are on the line, it's critical to get it right the first time. That's why Catalyst Connection has compiled the information, resources, and strategies to guide our region's manufacturers in moving forward in the safest ways possible.

Our partners at Catalyst Connection have provided the Back To Work Playbook to download to assist your business in getting back to operation.

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GAP Funding Available for 2020

Just a reminder that GAP Funding is available for 2020. We know that currently many trade shows and company travel has been cancelled, but if you have a pending GAP, please contact us so we can adjust the dates on your current application. Shows and business travel that have been cancelled, please let us know and we will cancel your current GAP application. Funds can be made available for future events.

GAP funds are available while funds last.

The GAP can assist in covering up to $5,000.00 of eligible expenses to help with costs associated with your international business travel. Or are you utilizing USDOC subscription services, planning compliance testing or internationalizing your website, possibly the GAP grant can help! For full details [Global Access Program](https://www.newpa.com/intl)
SAP&DC's Marketing & Communication Assistance Program!

Need help promoting your business? Tired of waiting for the phone to ring? Unsure how to best utilize new technologies and the Internet to attract customers/clients? SAP&DC’s newest business services division, the Marketing and Communications Assistance Program is here to help!

Southern Alleghenies Planning and Development Commission’s Marketing and Communications Assistance Program (SAP&DC’s MCAP) offers specialized marketing consultation and assistance. Businesses need to meet the following:

- Businesses in Bedford, Blair, Cambria, Huntingdon, Fulton and Somerset Counties
- Small and medium-sized businesses with 100 employees or less
- All for-profit businesses
- Any industry/sector except retail

Due to the support of our generous sponsors, SAP&DC MCAP provides marketing assessment and marketing plan development services FREE of charge.

SAP&DC's Marketing and Communications Assistance Program (MCAP) aids businesses in the region by providing one-on-one assistance. We guide you through the static to get your business, idea, message and brand moving! We work with you to create a comprehensive marketing plan rooted in a deep understanding of your brand, goals, and mission. You need a plan! Start by talking to us. Contact Ben Mazur at bmazur@sapdc.org or via phone 814-949-6552.

Country Spotlight - ASEAN

How to Differentiate the Markets in South East Asia?

*Singapore:* Regarded as a hub in the region with strong commercial and cultural ties to countries in the region; excellent tax status and ease of doing business; good infrastructure and connectivity; strong R&D; strong financial center; higher costs; tight labor market.

Has a strong ecosystem that enables companies to adopt technology that drive favorable production outcome. Faces land constraints and a tight labor market.

*Malaysia:* Pro-business policies; investor friendly and good infrastructure; lower labor costs and larger labor pool (relative to Singapore); rich in energy and natural resources; growing manufacturing sector.

Manufacturing sector forecast to expand 4.7% in 2019, supported by export-oriented industries, and expansion in electrical and electronics as well as chemicals & chemical product subsectors.

*Indonesia:* opening up sectors to foreign investment; booming infrastructure needs; large tier 2 cities; corruption and bureaucracy. With its large consumer market and labor force, is suitable for companies looking to adopt an in-market manufacturing approach.

*Thailand:* Still on investor’s radar; stable and resilient economy despite perceived political instability; hub for Indochina; very industrialized; rising consumerism; heavily export-dependent.

Has a developed automotive and precision engineering manufacturing cluster. Companies investing in business activities related to the robotics and automation industries and technologies, including conceptual design solutions, engineering design, system integration, and manufacturing are eligible for various incentives.

*Vietnam:* Economy on a strong growth trajectory; leader in attracting manufacturing investment; large Chinese, Japanese, Korean, Taiwanese investments; sustained economic reforms; industrialization and urbanization; young and skilled labor force; maturing consumer market.

Has emerged as a key alternative export manufacturing base to China, especially in electronics, textile & garments and furniture. Vietnam’s manufacturing sector estimated to account for 25% of GDP. Labor costs in Vietnam are 50% of those in China and 40% of Thailand and Philippines.
**Philippines**: Newly industrialized country; world's 10th fastest growing economy; infrastructure-led growth; strong BPO capabilities and outsourcing of support functions; English-speaking population; competitive domestic wages and highly educated workforce.

For a complete overview of the ASEAN market you can view the presentation link [Here](#).

Source: Orissa International Pte Ltd - PA Southeast Asia Office

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**Export Events!**

**Check out these upcoming events - Mark your Calendars!**

<table>
<thead>
<tr>
<th>PAST Events Recordings Available!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOTERMS 2020 In Practice</strong> Did you miss our Winter Webinar #1 on December 11th? If so, you can watch the recorded version of the new INCOTERMS 2020! Learn what changes will be taking place at your own leisure!</td>
</tr>
<tr>
<td><strong>Advanced Export Documentation</strong> Did you miss our Winter Webinar #2 on January 8th? If so, watch the recorded version at your own convenience!</td>
</tr>
<tr>
<td><strong>NAFTA and Changes Under the USMCA</strong> Did you miss our Winter Webinar #3 on February 19th? If so, watch the recorded version to see how changes will affect your shipments to Canada &amp; Mexico!</td>
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</tbody>
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**Upcoming Trade Events**

The following Trade Shows and Missions are scheduled for this calendar year. For more information on these events, contact Tina Taylor or Joyce Hoffman.

<table>
<thead>
<tr>
<th>Trade Event</th>
<th>Country</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expomin 2020</td>
<td>Santiago, Chile</td>
<td>POSTPONED date to be determined at a later date To register directly with the show organizers</td>
</tr>
</tbody>
</table>
Trade Winds Mission & Business Forum Indo-Pacific

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Hong Kong/Japan, Korea, Thailand &amp; Vietnam</td>
<td>POSTPONED dates to be determined at a later date</td>
</tr>
<tr>
<td>Hong Kong/Japan, Korea, Thailand &amp; Vietnam</td>
<td>For more information contact: <a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a>, <a href="mailto:jhoffman@sapdc.org">jhoffman@sapdc.org</a></td>
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</table>

Trade Mission to Korea & Japan

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Seoul, South Korea &amp; Tokyo, Japan</td>
<td>DATE CHANGE August 17-21, 2020</td>
</tr>
<tr>
<td>Seoul, South Korea &amp; Tokyo, Japan</td>
<td>For more information contact: <a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a> or <a href="mailto:jhoffman@sapdc.org">jhoffman@sapdc.org</a></td>
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Trade Mission to Canada

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Toronto and Montreal, Canada</td>
<td>Postponed</td>
</tr>
<tr>
<td>Toronto and Montreal, Canada</td>
<td>For more information contact: <a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a> or <a href="mailto:jhoffman@sapdc.org">jhoffman@sapdc.org</a></td>
</tr>
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About Us

The SAP&DC International Trade Program retains and creates job opportunities by assisting to increase the sales of goods and services exported from the region. Our staff provides assistance to small and medium sized companies (generally free of charge) to evaluate potential international markets and to develop and implement strategies to successfully export goods and services. The Southern Alleghenies Planning & Development Commission covers the counties of Bedford, Blair, Cambria, Fulton, Huntingdon and Somerset.

Contact:

Tina Taylor - International Trade Manager | ttaylor@sapdc.org | 814-949-6517
Joyce Hoffman - Int’l Trade Specialist | jhoffman@sapdc.org | 814-949-6527

SAP&DC, 3 Sheraton Drive, Altoona, PA 16601