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# The XPORTER

## SAP&DC Export Newsletter

August 2011

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### [ExportingPA.org](#)

The Pennsylvania International Trade Guide was created to teach the basics of exporting to Pennsylvania companies. The site provides export tutorials, FAQ's, Export Readiness Assessment, calendar of export-related events and contact with your Regional Export Network (REN).

[exportingPA.org](#)

### **Export Consulting Center**

#### **Got Export Questions???**

As a reminder the Export Consulting Center is available for any of your export questions! SAP&DC clients may access our dynamic, full line of export counseling and compliance center FREE of charge! Support provided free via phone, fax or email. Help is just a click away, send an email to [export@sapdc.org](mailto:export@sapdc.org)

### **Quick Links...**

[SAP&DC Website](#)

[exportingPA.org](#)

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.

### **Pennsylvania International Week! Bringing the World to PA Event - Tuesday, September 20th, 2011 - Hurry Registration closes August 22nd!**

Don't miss the opportunity to meet with twenty of our Pennsylvania Authorized Trade Representatives covering over 50 markets during our annual Pennsylvania International Week on Tuesday, September 20th at the Bedford Elks Club in Bedford, PA.

Companies are required to pre-register to set one-on-one meetings with the ATR's to discuss new or current market objectives. This event is one of the most successful events held yearly in the region. Meeting space is limited and will be on a first come, first serve basis so [REGISTER NOW!](#)

Representatives in attendance at this year's event will be:

- Australia (includes New Zealand)
- Brazil
- Canada
- Chile
- China (Beijing and Shanghai)
- France (includes Belgium)
- Germany (includes Italy, Switzerland & Austria)
- India
- Japan
- Korea
- Mexico
- Middle East (includes Egypt, Greece, Israel, Jordan & Turkey)
- Netherlands
- Saudi Arabia
- Singapore (includes Thailand, Malaysia, Indonesia, Philippines)
- South Africa
- Taiwan
- United Kingdom (includes Ireland & Scandinavia)
- Vietnam

### **Mexico Trade Mission - November 7-11, 2011**

Registration for the Trade Mission to Mexico has begun. Join the Center for Trade Development on a business development mission to Mexico. Benefits of participation in this mission include: customized appointments with pre-screened business partners, logistical assistance, market briefings, on-ground assistance from CTD's Mexico

[U.S. Bureau of Industry and Security Website](#)

[Commodity Classification - Schedule B](#)

[World Port Source](#)

[Small Business Administration](#)

[Currency Calculator](#)

### Joshua Miller Marks Five Years of Service



Congratulations to Joshua Miller whom will celebrate five years of service on August 16th!

Joshua has served as part of the SAP&DC Export Team as the International Trade Specialist. We would like to thank Joshua for his hard work and dedication over the past five years!

Rebates and Incentives Available Through

**FirstEnergy**<sup>®</sup>

Incentives are available for eligible Energy Efficiency Measures for which equipment is purchased and installed on or after October 28, 2009.

[Click here to learn more about First Energy Incentives](#)

ATR, and follow-up assistance. For more information download the [Mexico Mission Flyer](#)

### ENVOY Services

The Envoy program goes beyond the state's free exploratory export assistance programs and gives Pennsylvania companies the chance to execute their business plan at a lower cost and at less risk to the company than they could do on their own. Envoy services vary but they include country-based specialists who implement each company's sales plan, pursue leads, and develop a customer base. The services can also be used for specific events such as product launches, event management, company registration and more.

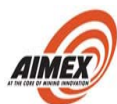
Envoy Services are available in the following countries:

- Australia
- Brazil
- Chile
- China Beijing and China Shanghai
- Europe
- India
- Korea
- Mexico
- Singapore
- South Africa
- Taiwan
- Vietnam

For more information on these services contact your SAP&DC Trade Staff.

### Export Sales Confirmation Forms!

It's that time of year again and we are beginning to solicit for sales for the first half of 2011! Southern Alleghenies Planning & Development Commission was happy to provide your company with international trade services during the past year. This service was provided free of charge and will continue in that manner if we are able to more accurately report the business activity as a result of that service. To ensure that the World Trade PA program funding continues, it is more important now than ever that we are able to showcase the success of our companies through results of international sales associated with the services provided to you. If you have sales to report to us for the period of January 1<sup>st</sup> thru June 30, 2011, please complete the Export Sales Confirmation form. We thank you in advance for your cooperation!  
[Export Sales Confirmation Form](#)



### PA Companies Ready to Travel to AIMEX 2011

Time has quickly approached for companies traveling to the AIMEX 2011 Mining and Construction Show. AIMEX is one of the largest mining and construction shows in the world and is only held every four years. It's hard to believe that we began working on this show two years ago and that in just a few short weeks companies across Pennsylvania will be in Sydney, Australia showcasing their products and services. Participants in the SAP&DC/North Central booth are: Acker Drill Company, Catron Group International, Center Rock Inc, DFT Inc, New Pig Corp, REICHdrill, Rajant Corporation, Rock Hog Drilling Products, and PA Australia Direct Investment Office. In addition, Jefferson Machine and East Loop Sand Company will be represented by North Central and SAP&DC in a catalog option. Tina Taylor and Chris Perneski will be on hand to assist companies in the booth in addition to the PA Australia Trade Reps, Angela Foley and

Susie Christensen. We hope the companies find this show very beneficial. Stay tuned next month for the post show summary!

## SAP&DC MAG Funds Remain for 2011-2012 FY



SAP&DC still MAG funds will be available for the 2011-2012 Fiscal Year so don't forget if your company is planning a trade activity for international market development with travel to a foreign market or trade show, the MAG is available this fiscal year for companies under \$40M in sales. The MAG amount allotted per company is \$3,000 in 50/50 matching company funds. One application per fiscal year per company. MAG application must be submitted to SAP&DC at least two (2) weeks prior to participation in trade activity. Availability of MAG funds is on a first come, first serve basis until MAG funds are depleted. For more information please contact Tina Taylor at [ttaylor@sapdc.org](mailto:ttaylor@sapdc.org)

## Travel Tips!

### Worldwide Travel Alert!!! Issued 5/1/11

The U.S. Department of State alerts U.S. citizens traveling and residing abroad to the enhanced potential for anti-American violence given recent counter-terrorism activity in Pakistan. Given the uncertainty and volatility of the current situation, U.S. citizens in areas where recent events could cause anti-American violence are strongly urged to limit their travel outside of their homes and hotels and avoid mass gatherings and demonstrations. U.S. citizens should stay current with media coverage of local events and be aware of their surroundings at all times. This Travel Alert expires August 1, 2011.

U.S. Embassy operations in affected areas will continue to the extent possible under the constraints of any evolving security situation. U.S. government facilities worldwide remain at a heightened state of alert. These facilities may temporarily close or periodically suspend public services to assess their security posture. In those instances, U.S. Embassies and Consulates will make every effort to provide emergency services to U.S. citizens. U.S. citizens abroad are urged to monitor the local news and maintain contact with the nearest U.S. Embassy or Consulate.

**Travel Warnings:** For more information visit:

[http://travel.state.gov/travel/cis\\_pa\\_tw/tw/tw\\_1764.html](http://travel.state.gov/travel/cis_pa_tw/tw/tw_1764.html)

- 8/8 - Haiti
- 8/8 - Pakistan
- 8/5 - Syria
- 8/5 - Niger
- 8/5 - Saudi Arabia

**Travel Alerts:** For more information visit:

[http://travel.state.gov/travel/cis\\_pa\\_tw/pa/pa\\_1766.html](http://travel.state.gov/travel/cis_pa_tw/pa/pa_1766.html)

- 8/11 - Zambia

**Traveling Abroad? Register for the Smart Traveler Enrollment Program (STEP)** - The Smart Traveler Enrollment Program (STEP) is a free service provided by the U.S. Government to U.S. citizens who are traveling to, or living in, a foreign country. STEP allows you to enter information about your upcoming trip abroad so that the Department of State can better assist you in an emergency.

Visit: [STEP Registration](#)

## Partner Events/Seminars

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[IMC Business Strategies & Solutions](#) Click here for various workshops and seminars on various subjects and topics

[2010-2011 Trade Events Calendar](#)

[State-wide Seminar/Events Calendar](#)

## Free Energy Services to Local Business's

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The SAP&DC Energy Program has been offering free energy services which include utility bill analysis (UBA), energy assessments, workshop development, and grant procurement to local governments, schools, hospitals and non-profits for several years and have collectively saved clients hundreds of thousands of dollars

through increased energy efficiency. SAP&DC is pleased to announce that these services will now be offered to local businesses at no cost. The UBA is used to benchmark and evaluate energy use at your facility. Often this tool can reveal anomalies within your energy use patterns that indicate why an account is not performing as efficiently as it could. The post project UBA is also very useful in identifying exactly how much money an efficiency upgrade has saved your organization.

Using professional equipment such as the blower door, infra-red camera, and lighting meter, SAP&DC staff will evaluate your buildings performance. The aim of this service is to offer valuable recommendations that if implemented, will improve energy efficiency throughout your facility and save your organization money.

The Energy Program also offers energy grant procurement services and workshops on the latest energy related issues and technologies. Please don't hesitate to contact me for more information on these services or to enroll in the program.

Thank you,

Christopher J. Roland  
Regional Energy Coordinator  
SAPDC  
3 Sheraton Drive  
Altoona, PA 16601  
P:814-949-6510  
F:814-949-6505  
croland@sapdc.org  
www.sapdc.org

Sincerely,

Your SAP&DC International Trade Team



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