

# The XPORTER



## SAP&DC Export Newsletter

February 2012

Volume 4, Number 2

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### [ExportingPA.org](http://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](http://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)

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.

### German Tradition or can Punxsutawney Phil predict the weather?

German tradition holds that if a hibernating animal sees its shadow on February 2nd - also known as Candlemas Day - winter will last another six weeks. If no shadow is seen, legend says that Spring will arrive early.

Traditionally, Germans watched a badger for the shadow. In Pennsylvania, the groundhog, upon waking from mid-Winter hibernation, was selected as the replacement thus February 2nd now known to Americans as Groundhog Day!

This morning, Punxsutawney Phil gave his weather prediction as he has been doing since 1887. He emerged early from his hole at Gobbler's Knob in the unseasonably warm weather only to see his shadow and predict that there will be six more weeks of winter!

### Free Trade Agreements Seminar Series

Free Trade Agreements (FTA's) have proved to be one of the best ways to open up foreign markets to U.S. exporters. Trade Agreements reduce barriers to U.S. exports, and protect U.S. interests and enhance the rule of law in the FTA partner country. The reduction of trade barriers and the creation of a more stable and transparent trading and investment environment make it easier and cheaper for U.S. companies to export their products and services to trading partner markets!

Don't miss this informative seminar on Free Trade Agreements including the new proposed FTA's of Korea, Panama and Colombia! This seminar will cover the cardinal rules of FTA's including but not limited to:

- Proper Classification of products
- Understanding Rules of Origin
- Completing FTA Certificates of Origin
- Maintaining supporting documents

Locations:

**Quick Links...**[SAP&DC Website](#)[exportingPA.org](#)[U.S. Bureau of Industry and Security Website](#)[Commodity Classification - Schedule B](#)[World Port Source](#)[Small Business Administration](#)[Currency Calculator](#)**MINING UPCOMING EVENT**

**Las Vegas, NV  
Sept. 24-26, 2012**

The world's largest and most comprehensive exposition dedicated to mining. Held once every four-years, this show attracts more than 38,000 mining industry professionals!

For more information on exhibiting with us at MINExpo, contact Tina Taylor at [ttaylor@sapdc.org](mailto:ttaylor@sapdc.org)

**HURRY - ONLY TWO SPACES LEFT!**

**HARDWOOD INFORMATION**

FMC Premium 2012  
Shanghai China

Want to join the Pennsylvania Pavilion at the FMC Premium 2012 trade show in Shanghai, China, scheduled for September 11-14, 2012?

The trade show will include a 2-4 day

- Altoona - February 22nd
- State College - February 23rd
- Ridgway - February 21st

Deadline to register is February 15th, 2012  
Cost: \$20.00

For more information or to register visit: [Free Trade Agreements Seminar](#)

**US-Israel FTA Documentation Requirements****Did you know?**

For a qualifying good, for which U.S.-Israel FTA duty-free treatment is requested, the importer must make a claim of preference. The Israeli Customs Service prefers that exporters use their own commercial invoice forms to provide all required information. Exporters should include the following information on their invoice forms: the supplier's name and address, general nature of the goods, country of origin, name and address of the recipient in Israel, name and address of the agent in Israel, rate of exchange, terms of exchange, Israeli import license number (if applicable), shipping information, full description of all goods in the shipment, price per units and total value of the shipment. The commercial invoice must be signed by the manufacturer, consignor, owner, or authorized agent.

To benefit from the provisions of the U.S.-Israel FTA, qualifying goods exported to Israel must be accompanied by a special "US Certificate of Origin for Exporting to Israel." **This certificate must be official, i.e., green in color.** It can be purchased from one of the Association of American-Israel Chambers of Commerce or a printing house. Photocopies will not be accepted. Single certificates and assistance in filling out the forms may also be obtained at any of the American-Israel Chambers of Commerce.

When the exporter is also the manufacturer, only the signature of the exporter/manufacturer is required on the certificate. However, if the exporter is not the manufacturer and the goods qualify under the FTA rules of origin, the certificate must be notarized and stamped by a local American-Israel Chamber of Commerce. In lieu of notarization by a Chamber, a declaration prepared by the producing company may be attached to the certificate. The declaration, which must be on the producing company's letterhead and be signed by an authorized employee of that company, must refer specifically to the shipment described, stating: "The undersigned hereby declares that the goods in the invoice were produced in the United States of America and that they comply with the origin requirements specified for those goods in the U.S.-Israel Free Trade Area Agreement for Goods Exported to Israel."

For more information on this FTA visit:  
<http://web.ita.doc.gov/tacgi/fta.nsf/FTA/Israel?opendocument&country=Israel>

***Save the Date!* Spring Hardwood Buyers Mission Set**

Attention SAP&DC Hardwood Clients, the date for the Spring Inbound Hardwood Buyers Mission has been set for June 22nd, 2012 in The Alleghenies region. This years focus for the potential inbound buyers will be from Europe and Asia. Wayne Bender from the PA Hardwoods Development Council will organize the event in conjunction with the overseas Authorized Trade Representatives to recruit the potential buyers. SAP&DC will be organizing a mini trade show in the region. Additional information will be sent in the near future! Make sure you mark your calendar for this special event!

**Pennsylvania Energy Seminars**

Met-Ed, Penelec, Penn Power and West Penn Power have teamed with Pennsylvania's Local Development Districts to bring municipalities

mission extension in Fujian Province and/or Beijing.

Please contact Wayne Bender at the Hardwoods Development Council for more information and to pre-register. Phone: 717-705-3930 Email: [dbender@pa.gov](mailto:dbender@pa.gov)

### **Certifications Expert Helpline**

SAP&DC and the Pennsylvania Center for Trade Development are pleased to announce their partnership with TÜV Rheinland Group to provide an expert helpline for your questions regarding testing and certifications to comply with foreign market standards.

The TÜV Rheinland Group is a leading provider of technical, safety and certification services with 500 locations in 61 countries on all continents. In its role as an independent, neutral third party, TÜV Rheinland tests, monitors, develops, promotes and certifies products, equipment, processes and management systems as well as services.

Areas of expertise:

- Testing & Certification Required for Foreign Market Access - CE mark, WEEE, RoHS, REACH, EMC, CCC mark etc.
- ISO Standards & Certification

Click here for more information:

[Certifications Helpline](#)

and businesses a timely workshop series to educate, facilitate and support energy efficiency projects through Act 129 programs. We will host 16 workshops through March 2012 in cities throughout Pennsylvania. Join us at these FREE events, which will include a series of presentations, vendor exhibits, free breakfast and giveaways to help you save money and start the year efficiently. Learn about:

\* Changes to incentive and rebate programs for commercial and industrial energy efficiency projects.

\*Resources offered by your Local Development District, including:

- \* Technical assistance
- \* Training workshops
- \* Energy assessments
- \* Utility bill analysis
- \* Bulk purchase consortium
- \* New laws concerning lighting taking effect in 2012.
- \* Meet your local Trade Allies who can walk you through the

rebate process.

RSVP: To register, click on the links to the appropriate event below, or call Celia Salgado at 212-946-2846. For more information on Act 129 energy efficiency programs from Met-Ed, Penelec, Penn Power and West Penn Power, visit [www.energysavePA.com](http://www.energysavePA.com), email [energysavePA@saic.com](mailto:energysavePA@saic.com), or call (c/o SAIC) 866-554-4430.

### **Global Access Program Funding Now Available!! Apply Today!**

Don't miss your opportunity to apply for the Global Access Program (GAP) Funding. The Pennsylvania Global Access Program (GAP) is designed to enhance the capability of small to mid-sized Pennsylvania companies to increase export sales. GAP is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support. GAP will provide up to \$5,000 in 1:1 matching funds per year to qualifying Pennsylvania companies to offset a portion of the qualifying expenses associated with export promotion activities.

Qualifying activities include:

- Overseas Trade Mission Participation (except Governor lead missions)
- Overseas Trade Show Participation
- Domestic Trade Show with significant international focus
- Foreign market sales trip
- USDOC services subscription
- Independent Consultant Assistance (CE Mark, CSA, ISO, REACH, CITRA, etc.)
- Export Training Workshops
- Product Certification (CE Mark, CSA, ISO, etc)
- International Marketing Media Design
- Website Internationalization
- Marketing Literature Translation Fees

GAP Qualification Guidelines must be met in order to apply for the program. All GAP application must be obtained and submitted through your REN partner (SAP&DC). No more than 3 applications per company per fiscal year. Funding is limited to \$5,000 per company per fiscal year. All funds must be matched on a 1:1 basis.

For complete guidelines, application and documents for the Global Access Program visit the following link: [Global Access Program Packet Information](#)

### **Upcoming Trade Events**

For a listing of upcoming trade events visit: [Trade Shows/Trade Missions/Trade Events](#)

## **China Cuts Import Tariffs for 730 Commodities - Effective January 1st, 2012**

On January 1, 2012, China will adopt temporary duties on a total of 730 commodities, including agricultural machinery, fertilizers, animal feed, infant formula, and frozen seafood. According to the Ministry of Finance, the move is largely aimed at boosting imports and reducing China's high inflation rate. [China USDA FAS Gain Report](#)

## **Space still available at Hannover Messe 2012**

Don't miss this exceptional opportunity to exhibit at the Hannover Messe Fair 2012. The Northwest Commission and PA Center for Trade Development have a few booth spaces remaining for this very popular show. The PA booth located in the industrial supply section of the show is a wonderful opportunity for manufacturers to connect with OEMs, customers, representatives, end-users and others!

Hannover Messe, also known as the Hannover Fair, the world's largest industry technology conference and exhibition. Over 28,000 visitors from 90 countries and 6,500 exhibitors are expected at this event!

For information regarding this show, please contact Dorte Heffernan at [dorteh@nwcommission.org](mailto:dorteh@nwcommission.org) or via phone at 814-677-4800 x110.

Registration fee: \$1,000.00  
Deadline: February 17th, 2012  
This event is GAP eligible!

## **Travel Tips!**

### **World Wide Caution Issued - July 26, 2011**

The Department of State has issued this Worldwide Caution to update information on the continuing threat of terrorist actions and violence against U.S. citizens and interests throughout the world. U.S. citizens are reminded to maintain a high level of vigilance and to take appropriate steps to increase their security awareness. This replaces the Worldwide Caution dated January 31, 2011, to provide updated information on security threats and terrorist activities worldwide. The Department of State remains concerned about the continued threat of terrorist attacks, demonstrations, and other violent actions against U.S. citizens and interests overseas. The Department of State believes there is an enhanced potential for anti-American violence given the death of Osama Bin Laden in May 2011. Current information suggests that al-Qaida and affiliated organizations continue to plan terrorist attacks against U.S. interests in multiple regions, including Europe, Asia, Africa, and the Middle East. These attacks may employ a wide variety of tactics including suicide operations, assassinations, kidnappings, hijackings, and bombings. For more information visit:

**[Worldwide Caution continued](#)**

**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)**

- 1/19 -Iraq
- 1/12 -Congo
- 1/12 -Nigeria
- 1/11 -Sudan
- 1/11 -Syria
- 1/5 - Phillipines

**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)**

- 1/23 -Bahrain
- 1/13 -Tunisia

**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

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

Your SAP&DC International Trade Team

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