Progress Through Regional Cooperation In The Alleghenies

As we soon will bid farewell to August and fall will be approaching, we have some program updates in this edition to share with you along with details of our BTW2PA event that everyone looks forward to in September with a little different twist this year! We hope that you enjoy the remainder of the month and as always, we look forward to assisting you with any of your international needs.

Best Wishes!
Tina & Joyce

Pennsylvania International Trade Program Incurs Changes

As we all know, Covid-19 has plagued us all in one way or another. Businesses have seen closures, loss of revenue, changes to the way they previously conducted business among other things. I do not think there has been any of us who have not been affected in some way.

Recently we had a call with DCED’s Office of International Business to discuss the program. We have been advised that the OIBD line item in the State budget has taken a cut and therefore changes to the program are inevitable.

We are very sad to report that four of our 15 Pennsylvania Authorized Trade Offices will be closing to services for Pennsylvania companies. Those Authorized Trade Offices include Taiwan, China, Saudi Arabia, and Arab Gulf (Bahrain, Kuwait, Oman, United Arab Emirates).

The offices will be finishing up any existing projects that are in the pipeline before their contracts end on September 30, 2020. We are very sad to see our ATR’s that have been with us for many years depart the program, we wish them luck and best wishes and hopefully one day are able to work with the PA program again.

We are happy that we will still have plenty of international reach with our remaining eleven offices covering forty-eight countries.

<table>
<thead>
<tr>
<th>ATR Name / Territory</th>
<th>Office Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia &amp; New Zealand</td>
<td>Sydney, Australia</td>
</tr>
<tr>
<td>Canada</td>
<td>Toronto, Canada</td>
</tr>
<tr>
<td>Central &amp; Eastern Europe/ Belarus, Bulgaria, Croatia,</td>
<td>Prague, Czech Republic</td>
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<tr>
<td>Czech Republic, Estonia, Hungary, Latvia, Lithuania,</td>
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<tr>
<td>Poland, Romania, Russia, Serbia, Slovak Republic,</td>
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<tr>
<td>Slovenia, Ukraine</td>
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<tr>
<td>Germany, Italy, Austria, Switzerland</td>
<td>Heidelberg, Germany</td>
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<tr>
<td>India</td>
<td>Bengaluru, India</td>
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<tr>
<td>Middle East Region / Egypt, Greece, Israel, Jordan,</td>
<td>Jerusalem, Israel</td>
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<tr>
<td>Turkey</td>
<td>Mexico City, Mexico</td>
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<tr>
<td>Mexico</td>
<td></td>
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<tr>
<td>The Netherlands &amp; Belgium</td>
<td>The Hague, The</td>
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</tbody>
</table>
@sapdorg

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.

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 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

Netherlands

South Korea
Seoul, South Korea

Southeast Asia / Malaysia, Philippines, Singapore, Thailand, Vietnam, Indonesia
Singapore

UK, Ireland & Scandinavia / Denmark, Finland, Ireland, Norway, Sweden, United Kingdom
Belfast, Northern Ireland, United Kingdom

Please reach out to request any needs to our staff.

DCED’s Office of International Business Development (OIBD) to Host Virtual 'Bringing the World to PA' in September Register Today!

BRINGING THE WORLD TO PENNSYLVANIA
GLOBAL BUSINESS CONNECTIONS FOR PA COMPANIES
SEPTEMBER 14-25, 2020

Every September for more than 20 years, OIBD welcomes its team of authorized trade representatives from around the world to Pennsylvania for a two-week tour across the state. At each stop, the representatives meet with local companies to discuss international business strategies and sales opportunities.

OIBD remains committed to connecting Pennsylvania companies with people and resources that can help them increase their international sales. This September, OIBD will move Bringing the World to PA to an online platform to continue creating and building global business connections. Bringing the World to PA 2020 will run from September 14 - 25 and will include a series of online presentations and panels on a range of international business and trade topics. Live presentations by Pennsylvania’s authorized trade representatives will highlight business opportunities for Pennsylvania exporters in key global markets. Partners and service providers from across the state and around the world will also be featured.

Pennsylvania-based companies interested in exploring new international markets for their products and services are invited to participate in as many sessions as they chose - all at no cost.

For the updated list of presentations and to register, go to http://deed.pa.gov/WorldtoPA

- To join in the conversation, use #BTW2PA and follow our social media channels:
  - Twitter: @PADCEDNews
  - Facebook: @PADCED
  - LinkedIn: @pennsylvania-department-of-community-economic-development
For more information about the programs and services available to help Pennsylvania companies grow their international sales, contact the Office of International Business Development (OIBD) or local Regional Export Network (REN) partner.

**Bauma 2022**

**Pennsylvania ARC Pavilion**

SAP&DC is happy to announce that we once again will be hosting Pennsylvania businesses at the Bauma 2022 Trade Show in Munich, Germany (April 4-10, 2022). Bauma 2022 is the 33rd Edition of the World’s Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

The project is being funded by the Appalachian Regional Commission in cooperation with the PA Department of Community & Economic Development. Businesses in the Appalachian region within Pennsylvania will be able to participate in the show at a subsidized cost. Counties in Pennsylvania include: Allegheny, Armstrong, Beaver, Bedford, Blair, Bradford, Butler, Cambria, Cameron, Carbon, Centre, Clarion, Clearfield, Clinton, Columbia, Crawford, Elk, Erie, Fayette, Forest, Fulton, Greene, Huntingdon, Indiana, Jefferson, Juniata, Lackawanna, Lawrence, Luzerne, Lycoming, McKean, Mercer, Mifflin, Monroe, Montour, Northumberland, Perry, Pike, Potter, Schuylkill, Snyder, Somerset, Sullivan, Susquehanna, Tioga, Union, Venango, Warren, Washington, Wayne, Westmoreland, and Wyoming.

If you are interested in exhibiting at Bauma in 2022, please contact Tina Taylor at ttaylor@sapdc.org or 814-949-6517.

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**Resources For Your Business**

**Business to Business (B to B) web portal**

DCED has a portal open for businesses to source some of the supplies that will be necessary to keep your employees safe as you transition including masks, hand sanitizers, etc. [B to B web portal](#). The suppliers have been vetted to some degree, but businesses should still use good purchasing procedures.

PA.Gov has a web page with requirements for opening up a safe business during COVID-19. [You can find that information here](#).

PA Chamber, has a website to assist businesses with re-opening. [Bringing PA Back](#)

**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](https://www.steelvalley.org/coronavirus) to download to assist your business in getting back to operation.

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**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 business needs.

**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.iata.org/industry-insights/COVID19/air-freight/](https://www.iata.org/industry-insights/COVID19/air-freight/)
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

Export Events!
Check out these upcoming events - Mark your Calendars!

<table>
<thead>
<tr>
<th>Upcoming event!</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hands on USMCA Certification and Implementation Webinar</td>
<td>Tuesday August 18th 9:00 - 11:00 a.m. EST</td>
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<tr>
<td>PAST Events Recordings Available!</td>
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</tr>
<tr>
<td>INCOTERMS 2020 In Practice</td>
<td>INCOTERMS 2020 In Practice RECORDED Webinar</td>
</tr>
<tr>
<td>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>
<td></td>
</tr>
<tr>
<td>Advanced Export Documentation</td>
<td>Advanced Export Doc RECORDED Webinar</td>
</tr>
<tr>
<td>Did you miss our Winter Webinar #2 on January 8th? If so, watch the recorded version at your own convenience!</td>
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<tr>
<td>NAFTA and Changes Under the USMCA</td>
<td>NAFTA and Changes Under the USMCA</td>
</tr>
<tr>
<td>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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</tr>
</tbody>
</table>

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>NEW DATE November 9-13, 2020 To register directly with the show organizers <a href="http://www.expominusa.com/">http://www.expominusa.com/</a></td>
</tr>
<tr>
<td>Trade Winds Mission &amp; Business Forum Indo-Pacific</td>
<td>Hong Kong/Japan, Korea, Thailand &amp; Vietnam</td>
<td>POSTPONED dates to be determined at a later date For more information contact: <a href="mailto:ttaylor@sapde.org">ttaylor@sapde.org</a> <a href="mailto:jhoffman@sapde.org">jhoffman@sapde.org</a></td>
</tr>
</tbody>
</table>

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: