As we bundle up for these cold winter months, don’t forget it’s only 49 days until Spring! We have two great seminars planned in March, IP Basics for Business Owners (March 6, 2019) and Advanced ITAR training (March 26, 2019), please see the details and links below. Thinking of international travel or trade shows, don’t forget about GAP and as always we are here to assist you with all of your international needs, please do not hesitate to contact us.

Tina & Joyce

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**PA's ATR from Mexico Receives Positive Reviews**

Pennsylvania's (PA) Department of Community and Economic Development’s (DCED) Office of International Business Development's (OIBD) Mexico Offices' Authorized Trade Representative (ATR) Gloria del Villar has received a glowing review from ITSI-Biosciences, LLC Johnstown, one of the many businesses that Southern Alleghenies Planning & Development Commission's (SAP&DC) International Program works with.

ITSI-Biosciences’ Dr. Richard Somiari, President and Chief Scientific Officer is a developer of biomedical research kits and also provides biomarker discovery and validation services using state of the art technologies. They offer distinctive analytical and testing services under two divisions. The Forensic Science Division provides DNA and protein analysis to support forensic investigations and the Contract Research Division provides proteomics and genomics services to support biomedical researches in academia, pharma and biotechnology companies.
Otonye Dago, Business Manager for ITSI-Biosciences wrote, "Gloria del Villar (ATR) from the PA DCED’s OIBD’s Mexico office has been an invaluable asset to ITSI-Biosciences. Gloria has been working with us to improve our International business relations and activities in Mexico and has been a great asset in identifying and liaising with potential customers. This has not only led to potential new customers and increased business operations but has also led to increased exposure of our products and services to potential customers in Mexico. We look forward to more opportunities in 2019 and are confident that the OIBD’s Mexico office will continue to bridge any gaps in our business relations with customers in Mexico."

**Problem Solutions Joint Venture in Israel**

Problem Solutions (PS) was founded in 2003 by former researchers at the National Institute of Standards and Technology (NIST) [www.nist.gov]. With 15+ years in developing and accelerating technology, PS specializes in prototyping, producing, directing, integrating, and validating solutions. In addition to creating new technology products for commercial and government customers, PS creates standards, architectures, and tools for public and enterprise developers. Their experience with a variety of new and emerging technology enables them to provide a unique perspective to technology-driven strategies and to deliver “user centric” systems. Their software engineering capabilities in conjunction with expertise in lean product design and development provides a unique edge for delivery.

In November 2017, Southern Alleghenies Planning & Development Commission (SAP&DC) referred a Joint Venture Opportunity in Israel to Michael Hruska, President & CEO of Problem Solutions, that came from Pennsylvania's Office of International Business Development (OIBD). OIBD receives lead opportunities from its authorized international representatives concerning businesses that have expressed interest in locating in, investing in, trading with, contracting with or partnering with businesses located in PA. After many months of communications and working with a product offered by the Israeli company which will shorten PS's product development life cycle, PS has signed an agreement to continue working together on future projects. They are very excited about the opportunity made possible through OIBD and SAP&DC. Best wishes on future endeavors in Israel.

**Export Updates!**

**Global Access Program (GAP) 2019 Now Available**
The GAP program is now available for 2019 to small to mid-sized Pennsylvania companies whom are interested in increasing export sales. Administered through the Pennsylvania Office of International Business and funded through the U.S. Small Business Administration, GAP funding provides up to $5,000.00 to qualifying companies on a reimbursement basis of 75% of qualifying expenses. GAP funding is available on a first-come, first-serve basis and are limited based on availability. Applications must be received 30 days prior to the event/travel. Export activities such as overseas trade shows, overseas trade missions, foreign market sales trips, USDOC subscriptions are eligible. For a full copy of the GAP guidelines & application, please contact Tina Taylor at ttaylor@sapdc.org, or Joyce Hoffman at jhoffman@sapdc.org

**Update from DDTC**

Effective Thursday, January 24, 2019, the Directorate of Defense Trade Controls (DDTC) will temporarily return to full operational status with all electronic application systems placed in normal operational mode and the 3pm daily pick-up and drop-off service restored. Priority will be placed on issuance of licenses in the system at the time of implementation of lapse of
funding operations on December 22, 2018. New Licenses will be accepted; however, industry is advised of the likelihood of longer than normal processing times due to the high volume of licenses DDTC expects to receive. The "Emergency License" process is hereby suspended. Source: DDTC

Country Spotlight
South Korea

Did you know? The economy of South Korea is the 4th largest in Asia (followed by China, Japan and India) and the 11th largest in the world by both GDP Nominal and PPP in the world.

Doing Business in South Korea
South Korea’s strategic location between China and Japan, two of the world’s largest markets, Korea is located within an average air travel time of three hours to over 81 cities with a population of one million or more. There are numerous global leaders in a wide range of industrial sectors in Korea. So far 223 Fortune 500 companies have its own entity or business relationship Korea, and are working with local business to increase their global market share.

S. Korea’s No. 1 Industries

- **Petrochemical market** - According to the Korea Petrochemical Industry Association (KPIA), South Korea ranked 4th highest product level (5.3%) of Ethylene follow by US (177%), China (13.6%), and Saudi Arabia (10.1%) in respectively. South Korean petrochemical industry is seeing increased petrochemical expansion. In the recent past, this has focused on paraxylene, principally to serve the Chinese polyester market. In near future expansion is focused on both basic chemical and growing high-value added downstream production. In addition to that the industry is also witnessing increased merge and acquisition activity, which should improve vertical integration and competitiveness, as well as boosting revenues.

- **Semiconductor market** - The APAC semiconductors market generated revenues $329.4Bn in 2017, representing a compound annual growth rate (CAGR) of 7.9% during 2013-2017. The APAC Semiconductor market has been boosted by strong domestic demand causing the market to become the largest in the world. South Korea accounts for about 20% of global semiconductor production and 60% of memory chips manufacturing. Both segments recorded high growth over the past 12 months.

- **Medical Device market** - According to Korea Medical Devices Industry Association (KMDIA), the South Korean medical device market is projected to reach $5.9 Bn in 2018. For the past 4 years, the total medical device market size, production, import and export has been increased because of increasing demand of medical devices. Korean depends on high-end medical devices from the U.S, Germany, and Japan to supply about 64% of total market demand.

- **Pharmaceutical market** - According to Global Data, the South Korean pharmaceutical market will observe a CAGR of 2.4%. The annual average growth rate for the Korean pharmaceutical for the past five years was 3.5% because of continuous growth of aging population and growing interest in health.

For more information and a complete overview of the information provided in this briefing visit: South Korea Market Overview
Source: Pennsylvania South Korea Authorized Trade Office, Steve Shin

Appalachia USA Trade Mission to South Africa, Tanzania and Kenya for Mining Sector

Join us for a Trade Mission to South Africa, Tanzania & Kenya - three key
mining markets wrapped together in one mission! SAP&DC is proud to coordinate this Appalachian Regional Commission (ARC) sponsored event to be held **February 18 through March 1, 2019.** Appalachian firms will have the option to travel on a cross continent mission to two major economic regions, directly in the key economic growth engines of each region: Johannesburg in South Africa which is the largest potential market for mining sector technology in Africa and Dar es Salaam and Nairobi in East Africa which is one of the fastest growing mining economies in Africa.

**South Africa** has been a world leader in mining for decades. The mining sector accounts for roughly a third of the market capitalization. South Africa is the largest producer and exporter of chromium and vanadium, a leading producer of gold, gem, and diamonds, ferrochromium, platinumum, manganese and synthetic liquid fuels, as well as petrochemicals derived from coal. It also exports coal, cobalt, copper, iron ore, lead, nickel, silver, uranium, zinc and zirconium.

**Tanzania** is a mineral-rich country. The mining sector accounts for more than 50% of the country's total exports. Tanzania has large coal reserves, natural gas extraction is on the rise, diamonds, nickel, copper, uranium, kaolin, titanium, cobalt and platinum are mined in large amounts. Tanzania also produces a large variety of gemstones including tanzanite which is exclusive to the country.

**Kenya** while still early in the exploration states of its mineral potential, there are signs of high mining potential in the country. Kenya already ranks as the third largest producer of soda, ash and 7th in fluorspar. With many geophysical surveys underway, expected to spur many exploration projects in anticipation of massive mineral finds. Kenya also offers significant potential for the development of small-scale gold mines and is also known for base metal occurrences including copper, chrome, manganese, and iron ore.

Full details are provided in the flyer and registration, for more information [CLICK HERE](#). For questions, please feel free to contact Tina Taylor at ttaylor@sapdc.org.

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### Upcoming Educational/Training Events

The following training events are currently scheduled for the region:

<table>
<thead>
<tr>
<th>Webinar Name</th>
<th>Date</th>
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<tbody>
<tr>
<td>IP (Intellectual Property) Basics for Business Owners</td>
<td>March 6, 2019</td>
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<td>For more information</td>
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<td><a href="#">Click here</a></td>
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<tr>
<td>Advanced ITAR for Defense Contractors presented by Federal</td>
<td>March 26, 2018</td>
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<tr>
<td>Publications Seminars</td>
<td>For more information</td>
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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>
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<tr>
<td>Appalachia USA Trade Mission to</td>
<td>Johannesburg, Dar es</td>
<td>February 18 - March 1, 2019</td>
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<tr>
<td>South Africa,</td>
<td>Salaam, Arusha, &amp; Nairobi</td>
<td>For more information</td>
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<td><a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a></td>
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<tr>
<td><strong>Tanzania &amp; Kenya</strong></td>
<td><strong>TradeWinds Indo Pacific Forum &amp; Mission 2019</strong></td>
<td><strong>New Delhi, India</strong></td>
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<tr>
<td><strong>USA Trade Fair Conference &amp; Exhibition</strong></td>
<td><strong>Lagos, Nigeria</strong></td>
<td><strong>May 21-23, 2019</strong></td>
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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.

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