

Tina Taylor

From: Tina Taylor <ttaylor@sapdc.org>
Sent: Tuesday, July 23, 2019 9:08 AM
To: Tina Taylor
Subject: July 2019 - SAP&DC Export News Letter

SAP&DC



Progress Through Regional Cooperation In The Alleghenies

July 2019

In this Issue

[Appalachia USA Success!](#)

[REGISTER NOW! BTW2PA 2019](#)

[New Export Events!](#)

[Upcoming Trade Events](#)

Important Links

[Travel Warnings](#)

[Travel Alerts](#)

[Pennsylvania International Trade Guide](#)

[Bureau of Industry & Security](#)

[Commodity Classification - Schedule B](#)

[Currency Calculator](#)



It's hard to believe that we are midway through July and that Summer, while it feels it just arrived, will be over before we know it. While we will hate to see Summer bid farewell and I don't want to think about that now, we have some great things planned for Fall. As always, in

September we look forward to our Bringing the World to PA 2019 event, your opportunity to sit down one-on-one with our Pennsylvania Authorized Trade Reps and discuss current, potential and future business in over 51 markets on September 16th. Registration is now open and full details are below. Also, be sure to check out the information on a joint event with Somerset Trust and other partners of ours focusing on the Port of Philadelphia to be held August 23rd. There are several new Trade Missions and other exciting training events coming toward the end of the year. So, put on your sun glasses and enjoy this sunny, hot weather!

Appalachia USA Trade Mission to South Africa, Tanzania & Kenya - NY Appalachia Firm Sees Success

As many of you know, SAP&DC has worked on several special projects sponsored by the Appalachian Regional Commission (ARC). In the past three years we have focused on a mining related project and organized several trade events such as MINExpo 2016, Trade Mission to Colombia, Chile & Peru, Appalachia USA Webinar Series, and the latest, a Trade Mission to South Africa, Tanzania & Kenya. These events cover the entire

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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

Appalachian region, a total of 13 states, home to more than 25 million people and covering 420 counties.

It's always great to hear from companies that participate in these events to update us on their business success.

The Appalachia USA Trade Mission to South Africa, Tanzania & Kenya focusing on key mining markets took place from February 18 to March 1, 2019.

During the twelve day mission, the companies traveled to 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.

Recently, Rick Cleveland from Silicon Carbide Products, a New York based Appalachia Company stated, "It has been approximately 5 months since my trade mission to South Africa with the Appalachia USA Trade Mission to South Africa, Tanzania & Kenya. I met some really great people and learned a significant amount about the business climate in these areas. Hopefully, I also gained a few friends along the way.

I wanted to thank you for the assistance your company offered as well as the hospitality you and your staff provided. Additionally, I wanted to update you on my progress, specifically in South Africa, since the visit. One of the companies that I met with, has continued to progress and recently became a new customer to my company. All indications point to a long term mutually beneficial relationship. In fact, to date, I have received over \$200K USD in orders with initial deliveries beginning in October of this year. Additional manufacturing opportunities have already been identified and will only grow this business as we move forward. This order more than covered our expenses incurred during the travel and has even resulted in SCP adding additional personnel to our payroll.

I look forward to future visits to South Africa and look forward to sharing future successes as they occur. Thank you all for your various contributions in making this trip a definite mark in the win column. Please keep us in mind with future trade missions that pertain to mining, material processing/handling, or power generation markets".

SAP&DC wants to wish SCP much future success in the market and want to thank Zurcom International, our project contractor, for all their assistance in making this ARC mission a success.

REGISTER NOW!

Bringing the World to PA - September 16, 2019



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

Meetings from the 2018 BTW2PA held at the Bedford Springs

Our **Bringing the World to PA 2019** is scheduled for Monday, **September 16, 2019** and registration is now open!

Don't miss this opportunity to meet one-on-one with our fifteen (15) Pennsylvania Authorized Trade Reps here in the region to discuss current business or future business in over 51 countries. This is a once a year opportunity brought to you by DCED's Office of International Business (OIBD) and SAP&DC to assist you to discuss, explore or expand your business in world-wide markets!

We look forward to seeing you in September! If you have any questions contact Tina ttaylor@sapdc.org or Joyce jhoffman@sapdc.org

Full Flyer & Registration available [Here](#)



Export Events!

PA Dept of AG/Food Export USA - Focused Trade Mission to South Korea for New Lifestyle U.S. Food Products

November 4-8, 2019

Globalization of the market and evolution of consumer lifestyle have made today's Korean diet quite different from what it was in the past. Like consumers in developed countries elsewhere, Koreans are looking for new tastes, better value, convenience, high quality, and most of all, safe and healthy food in their daily diet.

Food consumption trends in Korea reflect on-going socio-economic shifts, which includes rise of affluent consumer group, retirement of baby boomers, more women in the workforce, downsizing of the family, well-traveled/educated young generation, urbanization, and adoption of new information technology. As a result, products and businesses that offer good value, high quality, health/nutritional benefits, new taste, and convenience are showing strong growth in the market.

Imports of consumer-oriented American products are forecast to remain strong this year, which reflects Korean consumers' increased demand for better value, quality and diversity. For more information on this focused trade mission [South Korea New Lifestyle US Food Products Mission](#)

Port of Philadelphia Briefing

August 23, 2019 - Register today!

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.


Port Watch

For the latest information on the Philadelphia Port [CLICK HERE](#)

The Port of Philadelphia is the ideal choice for Southwestern Pennsylvania exporters and importers. Over \$1 billion in regional port-related infrastructure investment, new ocean services, and unparalleled speed on and off the dock are persuading Pennsylvania shippers to choose the PhilaPort option. At this event, you will learn how Channel Deepening, quick, customized shipper services, and major inland road and rail networks are improving Pennsylvania's ocean gateway for global commerce. This event is free to attend.

Venue | Somerset Trust Company
Trust & Investments Bldg.
131 N Center Ave, Somerset, PA 15501

Register | Joshua Miller | (814) 443-9399
jwmiller@somersettrust.com






Dominic O'Brien
Senior Marketing Manager
The Port of Philadelphia
August 23rd
9:00AM Registration & Light Breakfast Items | 9:30 - 10:30AM Presentation



SAP&DC



Small Business Development Center
Saint Vincent College
Helping businesses start, grow, and prosper.

Small Business Development Center
Saint Francis University
Helping businesses start, grow, and prosper.

Register today with Joshua Miller jwmiller@somersettrust.com

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.

Trade Event	Country	Date
Medica 2019	Dusseldorf, Germany	Nov 18-21, 2019 For more information contact: ttaylor@sapdc.org or Jhoffman@sapdc.org

Expomin 2020	Santiago, Chile	April 20-24, 2020 To register directly with the show organizers http://www.expominusa.com/
Trade Mission to Korea & Japan	Seoul, Korea & Tokyo, Japan	February 24-28, 2020 For more information contact: ttaylor@sapdc.org or Jhoffman@sapdc.org
Trade Mission to Central Europe (Czech + one other market)	Prague, CZ & one other market TBD.	March 28 - April 3, 2020 For more information contact: ttaylor@sapdc.org or Jhoffman@sapdc.org
Trade Mission to Canada	Toronto and Montreal, Canada	June 7-12, 2020 For more information contact: ttaylor@sapdc.org or Jhoffman@sapdc.org
Trade Mission to Australia	Sydney & Melbourne	November 18-22, 2019 For more information contact: ttaylor@sapdc.org or Jhoffman@sapdc.org
Trade Mission to Vietnam & Philippines	Ho Chi Minh City & Manila	March 16-20, 2020 For more information contact: ttaylor@sapdc.org or jhoffman@sapdc.org
USCS Trade Mission to Central America Region	Costa Rica, El Salvador, Honduras, Guatemala, Belize, Nicaragua & Panama	August 18-23, 2019 For more information: USCS Trade Mission Latin America

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:

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