Progress Through Regional Cooperation In The Alleghenies

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July 2020

As we enter into August after a very humid and hot July we look to help you get back on track reviewing international markets, begin offering more training events and try to get back to normal business practices. Let us know if you would like to see specific training events or have a virtual meeting to discuss expanding your international business. We are still restricted and can not visit you in person but we are here to assist with your needs.

We hope you enjoy the last full month of Summer and enjoy many outdoor activities with your families!

Best Wishes!
Tina & Joyce

Hands on USMCA Certification and Implementation Workshop

Tuesday, August 18th 9:00-11:00 EST
REGISTER TODAY!

Our colleagues at the Northwest Commission will be hosting the following webinar workshop. It’s a great opportunity for learning more about the USMCA requirements. REGISTER TODAY Click here!

Join the Ohio Pennsylvania Stateline Export Initiative (OPEI) for this no cost, two hour workshop. This will be a hands on training on all the things you need to know for implementation under USMCA. We will cover how to fill out the Certification (previously known as the Certificate of Origin), the record keeping requirements, and how to deal with suppliers. Make shipping to Canada and Mexico seamless under the new agreement!

Who should attend?

- The shipping & logistics team
- Export & compliance team
- Company managers & decision makers

Speaker:
Michael D. Easton is the President and General Manager of Star USA, Inc., a trade compliance education and consulting firm in Northeast Ohio. Michael has spent more than 15 years in the field of Import & Export Compliance, Supply Chain Security, Export Controls, and International Trade & Supply Chain Management. He was worked alongside industry veterans from a broad range of industries, including chemicals, metals, automotive, machinery, textiles and more. His focus on operational excellence, verifiable progress, and sustainable compliance have helped companies find success and growth in global markets.

Australia Market Update Since COVID

Market Update: COVID-19 in Australia
The Australian Government Department of Health is currently managing the COVID-19 outbreak as a health emergency in Australia. As of 21 July 2020, 7 of Australia’s 8 states and territories are reporting very few new cases or no new cases at all.
The state of Victoria is currently experiencing a second wave of outbreak with segments of the state returning to Stay at Home
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
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
814-949-6539.

restrictions. The border between Victoria and New South Wales (NSW) was closed by the NSW government on 8 July 2020 and is only able to be crossed by persons holding a permit.

Economy Snapshot

According to the World Economic Outlook (WEO), the IMF predicts that Australia’s economy will contract by 4.5 percent in 2020 and will make a sharp recovery in 2021, rebounding by 4 percent.

Economic Stimulus

In response to COVID-19, the Australian government released its largest stimulus package in the nation’s history totaling A$320 billion (~US$222 billion).
A little over a third of this total was directed towards supporting businesses through the pandemic, which included A$70 billion (~US$49 billion) directed towards the JobKeeper Payment scheme, a subsidy program designed to help businesses retain employees through financial hardship caused by the COVID-19 outbreak.

Travel Restrictions for Passengers

There is currently a ban on all overseas passenger travel to and from Australia, with few exemptions. At this stage, only Australian citizens, residents and immediate family members can travel to Australia. This ban has been in effect since 25 March 2020, and there are currently no plans in place to lift the ban.

Domestic travel restrictions within Australia are put in place by state and territory governments. Recently, the border between New South Wales and Victoria was closed on 8 July 2020 due a new outbreak of COVID-19 cases in Victoria. Queensland has also reopened its borders on 10 July 2020 to all domestic visitors excluding Victorians.

For more information on current state and territory travel restrictions see links to the relevant state and territory government websites provided by the Department of Health.

Changes in Exporting Goods to Australia

The Australian Government Department of Agriculture, Water and Environment has advised that there are no extra restrictions in place on the importation of goods into Australia due to COVID-19, however current travel restrictions may cause delays on the arrival of goods into the country.

On 3 July 2020, the Australian Government committed an additional A$249.9 million (~US$168.2 million) to the International Freight Assistance Mechanism (IFAM), a fund set up to help keep international freight routes operating until the end of the year. IFAM is currently prioritizing medical supplies, medicines and equipment for Australia’s health response to COVID-19 on inbound flight schedules to Australia. Due to COVID-19, new federal, state and territory restrictions apply to sea vessels arriving in Australia, with the possibility of additional restrictions imposed by local port authorities, port operators and individual terminals. For current information on shipping requirements, restrictions, rules and policies at Australian ports, Shipping Australia Limited provides and regularly updates summaries here.

To learn more about your products, our Australia office would be happy to put together a market overview to review your product(s) in the Australian market based on changes brought on due to the pandemic.

Source: Foley & Associates Pty, Ltd.

Virtual Bringing the world to PA
Mark Your Calendar!

2020 has shown us many changes due to Covid-19. Many of us have experienced telework, held virtual meetings, and have learned to conduct business in many untraditional ways.
Unfortunately, due to the changes in our daily lives, there will also be changes in the way that the Office of International Business conducts our annual Bringing the World to PA event. This year, we ask you to mark your calendars September 14-25, 2020.
While we will not be able to bring the Pennsylvania Authorized Trade Reps to you in the region for our annual event to conduct individual one-on-one meetings, we are excited that we will be working to provide a virtual option to allow businesses to have all the benefits of an in-person event.
While details are not fully known, please note that OIBD and your regional REN partners are working diligently on details to be able to provide access to our wonderful Authorized Trade Representative network covering 52 counties. Stay Tuned for more details come!

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 taylor@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](#) 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 worldwide, we are happy to provide you with some useful links to help with 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.agility.com/insights/COVID19/air-freight/](https://www.agility.com/insights/COVID19/air-freight/)

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**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. Are you utilizing USDA's 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!

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<tr>
<th>Upcoming event!</th>
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<td>Hands on USMCA Certification and Implementation Webinar</td>
<td>Tuesday August 18th 9:00 - 11:00 a.m. EST Click here to register</td>
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<td>PAST Events Recordings Available!</td>
<td>INCOTERMS 2020 In Practice 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>
</tr>
<tr>
<td>Advanced Export Documentation Did you miss our Winter Webinar #2 on January 8th? If so, watch the recorded version at your own convenience!</td>
<td>Advanced Export Doc RECORDED Webinar</td>
</tr>
<tr>
<td>NAFTA and Changes Under the USMCA 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>
<td>NAFTA and Changes Under the USMCA</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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<tbody>
<tr>
<td>Expomin 2020</td>
<td>Santiago, Chile</td>
<td>NEW DATE November 9-13, 2020</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:taylor@sapdc.org">taylor@sapdc.org</a> <a href="mailto:jhoffman@sapdc.org">jhoffman@sapdc.org</a></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.

Contact:
Tina Taylor - International Trade Manager | taylor@sapdc.org | 814-949-6517
Joyce Hoffman - Intl' Trade Specialist | jhoffman@sapdc.org | 814-949-6527