Progress Through Regional Cooperation In The Alleghenies

Oct 2019

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Happy Halloween!

It seems that we just sent out our September newsletter and here we are at the end of October heading into the November holidays. Don’t miss the November 6th webinar hosted by our Authorized Trade Office in Australia, Foley & Associates. Learn about opportunities in the market. Also, changes are coming with INCOTERMS and what better way to get the latest update is with our December 11th webinar, right at the comfort of your own desk! Enjoy the last couple seasonable days of Fall before the weather changes and as always, let us know if you have any needs.

Best Regards,
Tina & Joyce

What are Tariffs?

Has the Trade War Affected Your Business?

What are tariffs? Tariffs are specific taxes levied on imported goods at the border. It is a way for governments to collect revenue on goods being imported but also a way to protect their own domestic industries and production and at times used as political leverage over another country.

Hikes in tariffs as a result of a trade war affect companies whom are importing goods to manufacture their products and therefore potentially resulting in higher prices to consumers. While trade wars are done to protect national interests and provide advantages to domestic businesses, critics claim it can hurt local companies, consumers and the economy.

We would like to hear from you if you feel that the current trade war is affecting your business, please reach out to us with an email to advise of how higher tariffs have had an adverse effect on your business. Email to ttaylor@sapdc.org

Final Days to Register!

Take your Business Down Under!

Opportunities for PA Exporters in Australian Market - November 6th at 3:00 p.m.
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

If you’re a Pennsylvania firm and haven't considered the world's 14th largest economy as a potential export market for your goods or services - you should! Join us as our Pennsylvania Authorized Trade Office in Australia presents this webinar for you to learn more about this amazing market and the opportunities that are available for your company! Foley & Associates has been acting as the Authorized Trade Representative for the Commonwealth since 2002, and in that time has assisted 1,000+ international organisations do business in the region, providing a variety of business development services including Market Analysis & Entry Strategy, Partner Identification & Qualification, Competitor Analysis, Trade Show Support & Independent Market Visits.

This webinar is designed to cater for organisations large and small, from experienced exporters to SMEs looking at new opportunities in international markets. Regardless of whether you are already exporting, or just assessing market opportunities down under, we kindlly invite you to join us this November.

Why Australia?

Australia is the world’s 14th largest economy and is experiencing its 29th year of consecutive growth. Australia provides a safe, low risk environment in which to do business.

Australia offers export opportunities in many sectors including: Infrastructure, Health and Medical Technology, IT, Digital Technology, Aircraft and Parts, Defense and Security.

Proposed Agenda

- Market Overview - Economy and Geography
- The Australia and USA Trade Relationship
- Pennsylvania and Australian Trade
- Market Entry - Opportunities and Hot Sectors
- Tips for Doing Business in Australia

At the conclusion, SAP&DC organisations will also be provided with an opportunity to ask industry and product specific questions, and talk one-on-one with the team at Foley & Associates. To register AU Webinar Registration.

INCOTERMS 2020 - What's Changing?

INCOTERMS rules are the essential terms of trade for the sale of goods. INCOTERMS are the international commercial terms trademarked under the International Chamber of Commerce. The INCOTERMS hold a universal meaning for buyers and sellers around the world for their obligations for delivery of goods.

Previously INCOTERMS 2010 has been used and currently remains in effect. We will be hosting our INCOTERMS 2020 webinar on December 11th 9:30 a.m.-11:00 a.m.

You may know the definitions of INCOTERMS 2010 but you will want to know what has changed and how to apply the changes. Many programs present the definitions of INCOTERMS but only provided a few select ways to apply them. This program will provide not only an understanding of the definitions but actual examples of using them to...
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 814-949-6552.

**Port Watch**

For the latest information on the Philadelphia Port CLICK HERE

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your advantage in Purchase Orders, Sales Agreements and even letters of credit.
Do you know which terms to use if you are the seller and there is an export license or letter of credit? If you are the buyers do you know why you may select certain terms based on the origin of the goods or other considerations? How and when to best use the various terms. This program will help provide the answers.

Not using the best term in the proper context can be costly; don’t realize your mistake when it is too late.

**Agenda:**

- Background of INCOTERMS
- Relationship between INCOTERMS and payment terms
- What has changed?
- Can you still use INCOTERMS 2010?
- Responsibilities if each term
- Application of the various terms in international transactions

Presented by Bob Imbriani of Team Worldwide
To Register: INCOTERMS 2020 Registration

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**Trade Mission to Czech Republic & Poland**

JOIN US Pennsylvania's Office of International Business Development invites you to join us on a business development mission to The Czech Republic and Poland. Meeting face-to-face with prospective customers and partners is crucial to establishing business relationships in The Czech Republic & Poland. We can help you meet your business objectives by designing a business itinerary tailored to your company's specific needs. As a mission participant you will receive:

* Market research
* Prearranged one-on-one business appointments with pre-qualified business partners based on your criteria.
* Detailed background information about each company provided in advance
* Logistical assistance - identification of hotels, interpreters, drivers and more
* Services of the Commonwealth's trade representative
* Follow-up assistance after the mission

**The Czech Republic** (population 10.7 million) is the second most industrialized country in the EU after Ireland. Business opportunities exist in numerous sectors: Automotive parts, electronics & electrical equipment, energy & environmental technologies, IT & High Tech Products

**Poland** (population 38 million people) is the largest consumer market by value in CEE. A large portion of imports (total of USD 190 billion) is in capital goods needed for industrial retooling and manufacturing. Opportunities exist across many sectors: defense & military, energy & environmental projects, chemicals, AG machinery & food processing, advanced manufacturing, infrastructure & intelligent transport systems.

Registration fee: $600.00 for both markets
Deadline to register: December 31, 2019
For complete details & full registration flyer contact Tina Taylor ttaylor@sapdc.org or Joyce Hoffman jhoffman@sapdc.org

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Registration Link</th>
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<tbody>
<tr>
<td><strong>Webinar - Opportunities in the Australian Market</strong>&lt;br&gt;Learn more about the market and industries in Australia</td>
<td>November 6, 2019 at 3:00 pm</td>
<td><a href="https://ui.constantcontact.com/rnavmap/evaluate.rnav/pidkMWVoZBy4kpqUJDamz4u13">AU Webinar Registration</a></td>
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<tr>
<td><strong>Winter Webinar #1 - INCOTERMS 2020</strong>&lt;br&gt;Learn what has changed with the new INCOTERMS and how to apply them to your advantage</td>
<td>December 11, 2019 at 9:30 am</td>
<td><a href="https://ui.constantcontact.com/rnavmap/evaluate.rnav/pidkMWVoZBy4kpqUJDamz4u13">INCOTERMS 2020 Registration</a></td>
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<tr>
<td><strong>Winter Webinar #2 - Advanced Export Documentation</strong>&lt;br&gt;Understand the more complex issues that may arise with export documentation &amp; what is involved in transporting goods to foreign buyers</td>
<td>January 15, 2020 at 9:30 am</td>
<td>Registration opens December!</td>
</tr>
<tr>
<td><strong>Winter Webinar #3 - NAFTA &amp; Changes Under the USMCA</strong>&lt;br&gt;The US is experiencing trade growth and regulatory changes with regards to NAFTA being replaced with USMCA. Without a thorough knowledge of the changes a company can encounter delays, lost opportunities, and additional expenses due to compliance issues.</td>
<td>February 19, 2020 at 9:30 am</td>
<td>Registration opens January!</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>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>Medica 2019</td>
<td>Dusseldorf, Germany</td>
<td>Nov 18-21, 2019</td>
<td><a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a> or <a href="mailto:Jhoffman@sapdc.org">Jhoffman@sapdc.org</a></td>
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<tr>
<td>Trade Mission to Korea &amp; Japan</td>
<td>Seoul, Korea &amp; Tokyo, Japan</td>
<td>February 24-28, 2020</td>
<td><a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a> or <a href="mailto:Jhoffman@sapdc.org">Jhoffman@sapdc.org</a></td>
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<tr>
<td>Trade Mission to Central Europe (Czech + Poland)</td>
<td>Prague, CZ &amp; Warsaw Poland.</td>
<td>March 28 - April 3, 2020</td>
<td><a href="mailto:ttaylor@sapdc.org">ttaylor@sapdc.org</a> or <a href="mailto:Jhoffman@sapdc.org">Jhoffman@sapdc.org</a></td>
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<tr>
<td>Trade Mission to Canada</td>
<td>Toronto and Montreal, Canada</td>
<td>June 7-12, 2020</td>
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<tr>
<td>Trade Mission to Australia</td>
<td>Sydney &amp; Melbourne</td>
<td>November 18-22, 2019</td>
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<tr>
<td>Trade Mission to Vietnam &amp; Philippines</td>
<td>Ho Chi Minh City &amp; Manila</td>
<td>March 16-20, 2020</td>
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<tr>
<td>USCS Trade Mission to Central America Region</td>
<td>Costa Rica, El Salvador, Honduras, Guatemala, Belize, Nicaragua &amp; Panama</td>
<td>August 18-23, 2019</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 | ttaylor@sapdc.org | 814-949-6517
Joyce Hoffman - Int'l Trade Specialist | jhoffman@sapdc.org | 814-949-6527

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