

Tina Taylor

From: Tina Taylor <ttaylor@sapdc.org>
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To: Tina Taylor
Subject: September 2019 - SAP&DC Export News Letter

SAP&DC



Progress Through Regional Cooperation In The Alleghenies

Sept 2019

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September has gone by quickly and has been a very busy month for the SAP&DC international trade program. We had wonderful meetings at our annual BTW2PA event on the 16th and have been busy with inquiries and now working on our upcoming events for the winter months.

We are including details of the BTW2PA event below and be sure to check out the schedule for our future training events. As always, we are here to assist with any of your needs! Enjoy the beautiful weather and the changing of the leaves!

Best Regards,

Tina & Joyce

**Recap Southern Alleghenies
2019 Bringing the World to PA**

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Consulting Center

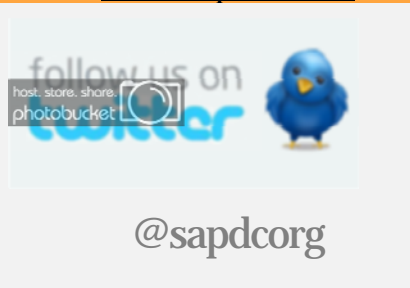
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Export Finance Program

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 application. To locate your local CEDO, [Click here](#)



September 16th was an exciting and busy day for regional companies from across the Southern Alleghenies region as they attended the annual Bringing the World to PA event.

This year sixteen attending companies conducted a total of 104 one-on-one meetings with the Pennsylvania Authorized Trade Representatives to discuss their products/services in potentially 51 global markets. Five of the attending companies were new to the program and eleven are businesses are working currently with SAP&DC and the international trade program.

Ankit Patel from Meerya, LLC located in Bedford County stated

"This was an amazing experience as an entrepreneur. It allowed our business to make the right connections as well as to gain exposure that would normally take countless calls or emails. A very valuable experience to get our foot in the door for international opportunities".

Bringing the World to PA is an annual event held every September across the Commonwealth however, requests for assistance with global sales can be obtained at any time throughout the year from SAP&DC in conjunction with the DCED's Office of International Business. Contact Tina or Joyce at any time with your requests.

Bella Lucia, the Gluten-Free Pizzelle Manufacturer, Has Arrived in Canada!



After years of working to develop international markets, Bella Lucia has arrived, in Canada!

In April, Bella Lucia traveled to Canada to the SIAL Trade Show in Toronto to exhibit and introduce their gluten free pizzella line of Anise, Vanilla, Chocolate, Cinnamon, and Lemon. Bella Lucia obtained the Global Access Program (GAP) grant, funded in part by the U.S. Small Business Administration, to assist with the cost of exhibiting and travel to SIAL. "GAP has afforded us the ability to try to move into the Canadian market which would have not been possible if not for the aid granted by GAP", said Maryann Cook, Owner Bella Lucia.

It was at the SIAL Show while working alongside their exclusive importer, Arcadia Imports Ltd based out of Toronto, they met a potential customer who was interested in adding their delicious gluten free Italian cookies to their store line. Arcadia continued to follow up with leads throughout Canada several months after the show and to their success, the first purchase order was issued, and the first shipment has reached Canada! "Within three days of receiving

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 814-949-6552.

Port Watch

our first inventory shipment from the US, we have shipped product to 15 different banners with a total of 19 store locations. The shipments have been throughout the City of Toronto and north to Woodbridge and Maple, Ontario and are comprised of independent grocers, bakeries, and delicatessens. In early October, shipments will begin to Stoney Creek, Hamilton, and the Niagara region" said Michael Georgopoulos, Arcadia Imports. The first shipment to Canada was for \$9,676.80 USD.

What's next? Bella Lucia will be working to begin agreements into Montreal, Quebec and in Alberta!

SAP&DC has been working with Bella Lucia since 2011 and has assisted them in various areas of their business from translation for their Canadian labels, grants to attend various trade shows, certifications, regulatory assistance, and shipping assistance. In addition, Bella Lucia has worked with our Canadian PA Authorized Trade office on certifications, nutritional labeling requirement, customs information, and many other inquiries. The assistance provided by SAP&DC, DCED's Pennsylvania Office of International Business, and the U.S. Small Business Administration has helped them work through processes to reach their goals.

Export Events!

Check out these upcoming events - Mark your Calendars!

<p>Webinar - Opportunities in the Australian Market Learn more about the market and industries in Australia</p>	<p>November 6, 2019 at 3:00 pm Registration to open in October!</p>
<p>Winter Webinar #1 - INCOTERMS 2020 Learn what has changed with the new INCOTERMS and how to apply them to your advantage</p>	<p>December 11, 2019 at 9:30 am Registration opens October!</p>
<p>Winter Webinar #2 - Advanced Export Documentation Understand the more complex issues that may arise with export documentation & what is involved in transporting goods to foreign buyers</p>	<p>January 15, 2020 at 9:30 am Registration opens December!</p>
<p>Winter Webinar #3 - NAFTA & Changes Under the USMCA 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.</p>	<p>February 19, 2020 at 9:30 am Registration opens January!</p>

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

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