

November 2022

# SAP&DC



## What's New In Export



May you have a blessed Thanksgiving with your family and friends!

In this newsletter:

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- Market Updates
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- Training

## Your International Trade Specialist

Joyce



**TRADE MISSION TO AUSTRALIA & NEW ZEALAND**  
**MARCH 20-29, 2023**  
 OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT  
*In conjunction with the State of Michigan – Michigan Economic Development Corporation*  
**Pennsylvania**  
 WORK SMART. LIVE HAPPY.

Sydney, Australia

## ABOUT THE TRADE MISSION

Pennsylvania's Office of International Business Development invites you to join us on a business development mission to Australia and New Zealand.

The target cities are Sydney and Melbourne however flexibility allows for companies that have interests in other cities or regions. Meeting face-to-face with prospective customers and partners is crucial to establishing business relationships in this region. We can help you meet your business objectives by designing an itinerary tailored to your company's individual needs.

As a mission participant, you will receive:

- A tailored **market assessment** summarizing the market landscape in Australia / New Zealand for your product or service.
- Pre-arranged, one-on-one **business appointments** with pre-qualified **potential customers** or **partners**.
- Access to general **legal information** on **doing business in Australia**, setting up your

## TRADE MISSION ITINERARY

**March 18 or 19** Arrive in Sydney with optional Group Dinner on Sunday March 19.

**March 20-21** Breakfast & Group Briefing with presentations and roundtable. Business meetings in Sydney.

**March 22** Depart for Melbourne (or alt. city with business meetings).

**March 23-24** Business meetings in Melbourne, with Group Dinner (optional).

**March 25 or 26** Depart for US (or for New Zealand).

**March 27-28** Business Meetings in New Zealand.

**March 28 or 29** Depart for US.

*Note, this is a draft itinerary and each company's program can be tailored to their specific mission objectives.*

## WHY AUSTRALIA & NEW ZEALAND

business, important tax and employment considerations etc.

- **Logistical support** to and from meetings.

## REGISTRATION

- **Deadline: December 31, 2022**
- Registration fee for Australia (multi-city) \$3,500\*†
- Registration fee for New Zealand \$1,500\*†

Companies are responsible for all travel and business-related expenses.

**\*FINANCIAL ASSISTANCE of up to \$10,000 may be available to qualifying companies to offset mission related costs.**

†Registration fee will be paid directly to the Commonwealth's Trade Representative Office in Australia by wire transfer.



## Constant Contact

Australia (and New Zealand) is a major export market for the US, and Pennsylvania in particular. In 2020, total merchandise exports from Pennsylvania to Australia and New Zealand (ANZ) was worth ~**US\$670.2 million**.

Key exports from Pennsylvania to Australia include **machinery, chemicals, transportation equipment, electrical products, manufactured food products etc.**

Based on our 20+ years' experience assisting Pennsylvania in this region, we believe there is opportunity in the market across a wide range of sectors, including but not limited to **mining equipment, medical devices & consumables, food & beverage, SaaS, water & wastewater equipment, construction & manufacturing equipment, consumer retail etc.**

**For more information, contact:**

**Linda Foerster**

Office of International Business Development

+1.717.214.5306

## GAP Grant

The Pennsylvania Global Access Program (GAP) is designed to enhance the capability of small to mid-sized Pennsylvania companies to increase export sales. GAP is administered by the Pennsylvania Office of International Business Development (OIBD) and provides up to \$10,000 per award period to qualifying Pennsylvania companies to reimburse 75% of eligible expenses associated with specific export promotion activities. This program is funded in part through a grant with the U.S. Small Business Administration.

The GAP grant awardees are determined by a competitive process. Funds are limited and subject to availability. Applications will be reviewed by committee and funding decisions rendered on a first come, first-served basis.

Qualifying Expense Categories include the following as determined by SBA:

- Lodging – Room and Taxes only based on federal limits
- Ground transportation and parking fees
- Interpreter fees
- Trade Mission / Trade Show fees including but not limited to: registration fee, booth fee, equipment rental, utilities, and fees for shipping sample products.
- Cost of any Federal service that directly supports exporting, including US Department of Commerce
- Cost of compliance testing an existing product for entry into an export market. (Please inquire to obtain the current list of pre-approved tests by the SBA.)
- Website internationalization, including design and development of website with an international focus, website translation, search engine optimization and localization services
- E-commerce, including online market listing fees, e-commerce platform hosting and maintenance fees and expenses to set-up websites to accept international payments

- Design of Digital International Marketing Media, including design of audio and video media on all forms and channels of social media ad placements and translation of marketing media (including audio and video).
- Cost of Export Credit Insurance Policy Fees-First Time Holders
- Cost of Intellectual Property Protection

Please contact me, [Joyce Hoffman](#), with any questions or to apply for the grant.



## Access ASEAN: Exploring Business Opportunities in Southeast Asia and Beyond

Join us in Bangkok, Thailand for the largest U.S. government- led trade mission and business development forum. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from over 20 countries in Southeast Asia and surrounding markets, exciting conference programming, and plenty of networking!

Qualified U.S. businesses may customize their experience with optional business-to-business matchmaking meetings with pre-screened buyers, agents, distributors, or joint-venture partners in the Thailand as well as Singapore, Philippines, Vietnam, Indonesia, and Malaysia.

### Schedule

**March 9-10**

Optional Mission Stops Singapore – Philippines - Vietnam

**March 13-15** Business Forum Bangkok, Thailand

**March 15-16**

Optional Mission Stops Indonesia - Malaysia

### Mission Stops

Includes business forum in Bangkok March 13-15, and business-to-business matchmaking meetings in your choice of location(s).

**Small and Medium Sized Businesses**

**\$2,200**

**Large Businesses (500+ Employees)**

**\$4,200**

**Each Additional Company**

**Representative**

**\$500**

**Additional Mission Stops: \$1,200**

Prices above include one mission stop.



## Business Forum

Includes conference sessions, networking receptions and self-scheduled meetings with U.S. commercial diplomats, local and U.S. business attendees.

Does not include business-to-business matchmaking meetings.

Bangkok, Thailand March 13-15

**\$750 per attendee**

## Sponsorship

The Trade Winds Business Forum and Mission is an excellent opportunity to position your organization as a market leader in facilitating trade throughout the region.

Trade Winds sponsors can make meaningful and productive connections while engaging with diverse businesses and contributing to a high-level U.S. government event.

## Contact

### Registration and More Information

Or

For questions you can contact

[Ryan Russell](#)

Acting Director

U.S. Commercial Service, Pittsburgh



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



U.S. Department of Commerce | International Trade Administration

[trade.go](#)

## Market Updates

- Doing business with the UK & Ireland [Click Here](#)
- 5 Minute Briefs from Seoul [Click Here](#)
- The Fortnightly, News on Business in the Middle East Region [Click Here](#)
- Canada Newsletter [Click Here](#)
- Taiwan Industry Report [Click Here](#)
- [Click Here](#)
- China COVID Update [Click Here](#)

## SAP&DC Screening Portal

SAP&DC has subscribed to a screening portal, to assist companies from within our region of Blair, Bedford, Cambria, Fulton, Huntingdon and Somerset with compliance screening for your export needs.

**FREE** of Charge.

Please contact me, [Joyce Hoffman](#) with any inquiries that you may have.

## Upcoming Trade Events

Trade Show/Mission	Dates	Industry	Location	Contact
-	-	-	-	-
<b>Trade Mission to South Africa &amp; Kenya</b>	February 13-17, 2023	Multi Sector	South Africa & Kenya	Zoe Munro GSGP
<b>Trade Mission to Australia &amp; New Zealand</b>	March 20 - 29, 2023	Multi Sector	Australia & New Zealand	Linda Foerster OIBD
<b>Trade Winds ASEAN</b>	March 13 - 15, 2023	Multi Sector	Bangkok & Thailand	tradewinds@trade.gov

## Training

### SAP&DC's Winter Webinar Series

All webinars will from 10:00 AM to 11:00 AM EST

#### Near Shoring as Opposed to Off Shoring, Why Choose the "Americas"

January 11th, 2023

[Register Here](#)

#### U.S. Foreign Corrupt Practices Act

February 8th, 2023

[Register Here](#)

#### Cargo Insurance & Carriers Liability

March 8th, 2023

[Register Here](#)

**June 7th, 2023** we will be having a full day seminar on  
**Export Documentation & Procedures**  
**From Beginning to End!**

Watch for information & registration!

## **Training Webinars You May Have Missed?**

No worries, view our recorded sessions!

Click on the topic of your choice below to be routed to the recording!

- [USMCA What Has Changed & What Do I Need To Do To Comply](#)
- [Proper Filing of the EEI through ACE/AES & Recent Regulatory Changes](#)
- [Classification Under The US Harmonized Tariff & Schedule B](#)
- [Due-Diligence – Knowing Your Customer, the End Use, User & Destination](#)
- [Understanding ITAR Classification & CJ Filing Requirements](#)
- [Export Controls Under Export Administration Regulations \(EAR\) & Changes Under Export Control Reform \(ECR\)](#)
- [Incoterms, Landed Cost, Payment Methods, How do these relate to pricing your Product?](#)
- [Commercial Documents for Exports](#)

### **SAP&DC International Program**

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