

December 2022

# SAP&DC



## What's New In Export



### **Happy Holidays!**

I hope that you have a wonderful Merry Christmas and a Happy New Year!

I look forward to working with you in **2023!**

Please look below for information and registration for our June 7th in-person seminar on Export Documentation and Procedures, from beginning to end.

Also, don't forget to register for our winter webinar series, see the links below.

In this newsletter:

- Boyer Candy Connects with International Buyers
- IMPORTANT! PA Hardwood Companies
- Webinar - Near Shoring as Opposed to Off Shoring, Why Choose the "Americas"
- Webinar - IP Protection in China
- Seminar - Export Documentation and Procedures
- Webinar - Understanding ITAR & ITAR Compliance for Supply Subcontractors
- AHEC-US Hardwood Pavilion at Interzum Cologne
- Market Updates
- Upcoming Trade Events
- Training

Your International Trade Specialist

Joyce



## **Boyer Candy Connects with International Buyers at 2021 Sweets & Snacks Expo**

[Boyer Candy Company](#) (Altoona, PA) has a long and delicious history as a family-owned American candy company. Ever since the Boyer Brothers sold candy door-to-door during the Great Depression, Mallo Cups and other Boyer candies have been favorites amongst candy lovers.

Boyer Candy applied for and was awarded Global Access Program (GAP) funding to help defray some of the costs associated with their exhibition at the 2021 Sweets and Snacks Expo, held in Indianapolis, IN, in

June 2021.

The Sweets & Snacks Expo is billed as a “can’t-miss event” and attracts thousands of confectionery and snack retailers, manufacturers and suppliers from the United States and around the world.

*"The 2021 Sweets and Snacks Expo connected Boyer Candy with international distributors and food exporters. We took advantage of this opportunity to introduce our products to procurement and sales managers from multiple international markets. Discussions have continued after the show and multiple leads show promise leading into the second half of 2021.*

*GAP is an excellent program that more manufacturers should take advantage of. The GAP Award helped us with our trade show expenses during an uncertain year.*

*Joyce Hoffman at the Southern Alleghenies Planning & Development Commission (SAP&DC, REN Partner) went above and beyond, helping us navigate and apply for the program. We thank the SAP&DC, SBA, and everyone who helped us through this process."*

*--Andrew Gause, VP Sales Operations, Boyer Candy Company*

As a result of this show and utilizing the GAP Grant, Boyer Candy Company was able to complete an international sale to the Netherlands. **Congratulations Boyer Candy Company!**

Pennsylvania's [Global Access Program \(GAP\)](http://dced.pa.gov/GAP) is a grant program available to qualified companies to help offset some of the costs associated with international business development. GAP is administered by Pennsylvania's Office of International Business Development (OIBD) and funded in part by a grant from the U.S. Small Business Administration (SBA). More information about the Global Access Program is online at <http://dced.pa.gov/GAP>.

## **IMPORTANT! PA Hardwood Companies**

**A Phytosanitary Certificate with additional declarations** is now required for all *Quercus sp.* (oak) lumber shipments to **any European Union country**.

A NHLA KD certificate may NOT be presented upon import in place of a Phytosanitary Certificate.

Contact your USDA APHIS agent for any questions or [David J. Hirsch](#), USDA, APHIS, PPQ, Export Certification Specialist

Please join us for our first of three webinars in our Winter Webinar Series

**Near Shoring as Opposed to Off Shoring, Why Choose the  
“Americas”**

**January 11<sup>th</sup>, 2023**

**10:00 AM to 11:00 AM EST**

**Presented by**

**Bob Imbriani**

**Team Worldwide**

Imports into the U.S. continue to grow, even with the economic slowdown caused by the pandemic and other factors more companies are sourcing goods and material from overseas markets. Much of this “offshoring” is with Asia, due to the increasing costs of transportation, shortage of air and ocean cargo space and increased tariffs on goods from some origins (China) companies are rethinking their sourcing. The new trend is for “Nearshoring” looking to the “Americas” as not only a source of goods but as new markets for their products.

Existing US Free Trade Agreements and faster, less costly transportation options are making this an attractive option. This program will provide insight into the benefits of looking to the “Americas’ and best import practices that can be beneficial not only for imports from the “Americas” but imports in general.

### **Why You Should Attend**

- 1.) Improve your import process
  - 2.) Reduce costs
  - 3.) Expand your exports
  - 4.) Understand the benefits of Nera Shoring
  - 5.) Use your Customs Broker to your full advantage
  - 7.) How to work with your suppliers
- "and much more!"

### **Who Should Attend**

- Anyone in your company who is responsible for purchasing and/or imports
- Anyone who coordinates with your Customs Broker
- Logistics
- Management
- Sales
- Finance

[Register Here](#)

## **IP Protection in China Webinar**

Thursday, January 12, 2023; 9:00am Eastern

**Presented by  
Pennsylvania Office of International Business Development’s  
Authorized Trade Representative in Shanghai  
in conjunction with [Zhong Lun Law Firm](#)**

The Office of International Business Development (OIBD) and our Authorized Trade Representative office in Shanghai will host an IP Protection in China webinar with Helen Cheng, Senior Partner, and Isabella Jiang of Zhong Lun Law Firm.

Receive professional guidance and learn about the nuances of protecting your intellectual property in China. If your company is interested in doing business in China or has questions about the changing IP landscape, we invite you to join us for this informative webinar. Our dedicated staff in Shanghai will be available to answer any questions during the webinar or as follow-up.

### **Panelists**

- Soleil Tong, OIBD Authorized Trade Representative Office in Shanghai
- Helen Cheng of Zhong Lun Law Firm
- Isabella Jiang of Zhong Lun Law Firm

### **Agenda**

- Introduction of Panelists & OIBD
- General overview of IP in China
- Why is it important to protect your IP, including the definition and legal characteristics of IP, and challenges of operating in the Chinese market without getting IP protected
- How to protect your IP in China; IP registration, and strategies for fighting against IP infringement.
- Q & A

Registration: : <https://pa-dced.webex.com/weblink/register/rc6bee02ead6a3108e097d9f797e8ad85>  
Cost is free to Pennsylvania companies.

For more information contact:  
Linda Foerster, Senior Program Manager | [lfoerster@pa.gov](mailto:lfoerster@pa.gov)

To learn more about Pennsylvania's Export Program, visit [DCED](https://www.dced.pa.gov)



# EXPORT DOCUMENTATION & Procedures From Beginning to End! Full Day In-Person Seminar June 7, 2023 Free for two employees

This Export Documentation seminar provides a real-life comprehensive understanding of what is involved in transporting goods to foreign buyers. It takes you through the entire process from order inception to the delivery of goods to their final destination.

The program will cover:

- How to prepare an export quotation
- How Incoterms 2020 & payment terms
- Determining country documentation requirements
- Commercial vs transport documentation
- Proforma vs commercial invoice
- How to prepare a complete and accurate commercial invoice
- How to prepare a proper packing list
- Understand non-preferential and preferential certificates of origin
- The role of the freight forwarder in preparing documentation
- Basics of classification under the harmonized system
- Basics of Air and Ocean freight
- Proper Filing of an EEI

### Who Should Attend

- Exporters and professionals involved in the Sales, Marketing, Traffic, Logistics, Documentation or Credit Departments of firms doing business internationally
- Manufacturers and distributors who are looking to expand their markets abroad

For more information and to register  
contact [Joyce Hoffman](#)



# Understanding ITAR & ITAR Compliance For Supply Chain Subcontractors

January 26, 2023

9:30 - 11:30 AM EST

**Presented by**

**Bob Imbriani**

**Team Worldwide**

**Our friends and partners at Northeastern Pennsylvania Alliance's (NEPA) Procurement Technical Assistance Center (PTAC) will be hosting this Free webinar on ITAR Compliance.**

**Export controls and compliance with the International Traffic in Arms Regulations (ITAR) has long been a complex issue for exporters. It can be even more complex for a subcontractor in the defense/aerospace supply chain who does not have any direct exports.**

**Many primes are requiring their subcontractors to show an understanding and compliance with ITAR regulations, and federal agencies are adopting specialized clauses in defense contracts mandating contractors flow ITAR requirements down to their subcontractors.**

**There is no formal process or certification for a subcontractor to become ITAR compliant. However, there are important steps subcontractors can take to come into compliance with the law and address ITAR compliance requests from prime contractors.**

**This program will provide a thorough understanding of the scope of the ITAR regulations and the compliance requirements of a subcontractor.**

**Learn the requirements for registration with the U.S. Department of State Directorate of Defense Trade Controls (DDTC) under ITAR, what is an export, internal security, and control requirements, what is a technology control plan and much more...**

## Who should attend?

- Senior Management
- Supply Chain Managers
- Government Procurement Staff
- Sales/ Business Development
- Trade Compliance
- Human Resources
- Purchasing
- Engineering, Research and Development

[Register Here](#)



## American Hardwood Export Council (AHEC)

AHEC is offering US Hardwood Companies the opportunity to participate in their booth at the [Interzum Cologne](#) trade show in Cologne, Germany. May 9-12, 2023.

Booths in the AHEC Pavilion are \$500 and will be offered first come, first served. Participation is limited to US-based companies only and there are 19 booths available. Companies who do not initially receive a booth will be put on the waiting list and contacted by AHEC if they are able to offer a space. If AHEC does not receive payment for your booth within 30 days of the invoice going out your spot will be offered to the next company on the waiting list. All companies participating agree to submit "Matching Fund Reporting Forms" detailing their costs to attend the show and "Success Stories" valuing their sales resulting from their participation. These forms are vital in ensuring that AHEC is able to offer these pavilions year after year.

**If you are interested in having a booth within the AHEC Pavilion be ready Wednesday at Noon. Registration typically fills in minutes.**

Wednesday, December 21, at noon eastern time AHEC will email out the registration link. If you are an AHEC member you will receive this directly, if not, please contact [Jonathan Geyer, Executive Director, PA Dept of Ag, Hardwoods Development Council](#) to be added to the list and become a member.



## Market Updates

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- 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](#)
- Southeast Asia Newsletter [Click Here](#)
- China COVID Update [Click Here](#)

## Upcoming Trade Events

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### **Trade Mission to South Africa & Kenya**

February 13-17, 2023  
Multi Sector Trade Mission  
Location: South Africa & Kenya  
Contact: [Zoe Munro, GSGP](#)

### **Trade Mission to Australia & New Zealand**

March 20-29, 2023  
Multi Sector Trade Mission  
Location: Australia & New Zealand  
Contact: [Linda Foerster, OIBD](#)

### **Trade Winds ASEAN**

March 13-15, 2023  
Multi Sector Trade Mission  
Location: Bangkok & Thailand  
Contact: [US Commercial Services](#)

### **Interzum Cologne**

May 9-12, 2023  
Hardwoods  
Location: Cologne, Germany  
Contact: [Jonathan Geyer](#)

## Training

### **SAP&DC's Winter Webinar Series**

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

Presented by  
Bob Imbriani of Team Worldwide

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

January 11, 2023

[Register Here](#)



## U.S. Foreign Corrupt Practices Act

February 8, 2023

[Register Here](#)

## Cargo Insurance & Carriers Liability

March 8, 2023

[Register Here](#)

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## China IP Protection Webinar

January 12, 2023

Presented by OIBD & Shanghai ATR

[Register Here](#)

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## Understanding ITAR & ITAR Compliance for

### Supply Chain Subcontractors

January 26, 2023

9:30 - 11:30 AM EST

[Register Here](#)

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

Contact [Joyce Hoffman](#) to register

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## 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](#)

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## SAP&DC International Program

Joyce Hoffman  
International Trade Specialist

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Visit our website [www.sapdc.org](http://www.sapdc.org)

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