



U.S. Commercial Service/Portland

Export News - December 2011

The Portland Export Assistance Center is part of the US Department of Commerce's US Commercial Service. We work with colleagues in more than 75 countries to help US companies get started in exporting or increase sales to new global markets. See www.export.gov/oregon.

In This Issue

[Upcoming Local Trade Events](#)

[State STEP Grant Programs](#)

[Upcoming Webinars](#)

[Trade Missions](#)

[Recent Market Research](#)

[US Trade Shows](#)

Quick Links

export.gov
[About Us](#)
[Our Services](#)

[Join Our Mailing List!](#)

Upcoming Local Trade Events

Quarterly International Business Networking Reception

When: **Thu., Dec. 8, 2011, 4:30 -6:30pm**

Where: **Schwabe Williamson & Wyatt, 1211 Southwest 5th Ave., Suite 1900, Portland**

While this event is free of charge, we request the favor of a reply confirming your attendance (click [here](#) to register).

Making ITAR Work in the Company Environment: Do's & Don'ts from Practitioners

Participate in this day-long seminar to gain an in-depth understanding of your responsibilities under the International Traffic In Arms Regulations (ITAR) as well as the Arms Export Controls Act (AECA) and the Foreign Corrupt Practices Act (FCPA).

Learn about the laws and regulations governing defense articles and what you need to know to comply with the ITAR. Find out about the latest changes in the ITAR and how they affect your industry and your business. Get practical advice from experts on preparing license applications, using exemptions and preparing successful agreements.

When: **Wed., Jan. 25, 2012, 7:30am-5:30pm**

Where: **Sheraton Hotel-Portland Airport**

Click [here](#) to register. Registration fee: \$295 (\$225 for each additional company representative)

South Korea Trade Agreement: Benefits for Oregon

Congress recently passed a historic agreement between the United States and South Korea that will bring great opportunities for Oregon companies, workers, and farmers. The agreement will eliminate tariffs for Oregon goods and services exports to South Korea and bring new protections for intellectual property. What opportunities exist and can your business benefit from them? Come and learn about these opportunities from experts in export promotion as they describe the specific product and service benefits.

When: **Tue., Dec. 13, 2011, 8:00-9:30am** (registration at 7:30am)

Where: **World Trade Center, Building Two, Mezzanine Rm. 5, 121 SW Salmon St, Portland**

Click [here](#) to register. Registration fee: \$30 (\$20 for Portland Business Alliance members)

Export Strategies Tools and Techniques - Bend

This seminar provides the information and resources needed to help established businesses develop an export market, supplies occasional exporters with the tools to begin/expand their international business, and offers current exporters a forum for discussing special issues in export business development.

AGENDA:

- I. Developing an Export Plan and Export Pricing
- II. Identifying and Selecting International Markets and Partners
- III. Export Finance and Payment Options
- IV. Export Shipping and Export Controls/Compliance

When: **January 2012** (exact date TBD), **8:00am-4:30pm**

Where: **Phoenix Inn, 300 NW Franklin Ave., Bend**

To register, contact Dayna Dudkowski of [Economic Development for Central Oregon](#) at dayna@edcoinfo.com or 541-388-3236. Registration fee: \$95 (\$85 for EDCO and HiDEC members)

State STEP Grant Programs

The US Small Business Administration is providing grants to both Oregon and Washington to help increase exporting by small businesses as part of the State Trade and Export Promotion (STEP) Program. Oregon and Washington companies may be eligible for up to \$5,000 from their states for certain expenses, including participation in trade shows or missions, training, marketing materials, as well as some services offered by the US Commercial Service, to increase export sales.

Oregon STEP Grant Program: Small businesses seeking to apply for the grant can visit [Business Oregon's website](#) or contact Amanda Lowthian at 503-229-5483 for further information and application materials.

Washington STEP Grant Program: The Export Voucher program is a key element of Export Washington. For more information and to apply, download the [Application](#) and [Guidelines](#), and email the application to danielle.ellingston@commerce.wa.gov.

These programs are not managed by the US Commercial Service.

Upcoming Webinars

Exporting Basics

These 1-hour webinars are specially designed to meet the needs of new exporters. They begin at **11:00am** and a nominal fee of \$15 will cover slides, live audio and a Q&A session.

A Basic Guide to Exporting:

[Export Filing Requirements \(Foreign Trade Regulations\)](#) (Dec. 7)

[Understanding Licensing of Encryption Items](#) (Dec. 14)

Additional Webinars

[E-Commerce Revolution in China: How to Sell US Consumer Products On-Line](#)

Date: **Dec. 7, 2011** Time: 3:00pm No Fee

[Canada: Energy and Mining Opportunities](#)

Date: **Dec. 8, 2011** Time: 10:00am Fee: \$35

[Business Opportunities in Vietnam](#)

Date: **Dec. 9, 2011** Time: 6:00am Fee: \$35

[Patent Your Products](#)

Date: **Dec. 13, 2011** Time: 10:30am Fee: \$25

[Leveraging Arab Health 2012 and Healthcare Opportunities in the Middle East](#)

Date: **Dec. 13, 2011** Time: 8:30am Fee: \$45

[Business Development Opportunities in Afghanistan](#)

Date: **Dec. 14, 2011** Time: 7:00am No Fee

[Legal Aspects of International Trade](#)

Date: **Dec. 14, 2011** Time: 9:00am Fee: \$35

[International Travel and Tourism Markets: Russia](#)

Date: **Dec. 15, 2011** Time: 8:30am Fee: \$50

[Business Opportunities in Thailand](#)

Date: **Jan. 9, 2012** Time: 6:00 am Fee: \$35

For a complete list of webinars offered by the US Commercial Service, click [here](#).

Trade Missions

Participants in a US Commercial Service trade mission enjoy numerous benefits, including: access to high-level officials, ability to meet with other US firms interested in the same market, market briefings, one-on-one appointments with potential buyers, and invitations to receptions or related events which create opportunities to further develop relationships with higher-level decision-makers.

[Trade Mission to Afghanistan](#)

Venue: Kabul

Dates: Feb. 2012

Application Deadline: **Jan. 3, 2012**

[Medical Trade Mission to India](#)

Venues: Mumbai, New Delhi, Hyderabad

Dates: Mar. 2-8, 2012

Application Deadline: **Dec. 22, 2011**

[US Automotive Parts and Components Business Development Mission to Russia](#)

Venues: Moscow, St. Petersburg, Samara

Dates: Apr. 22-28, 2012

Application Deadline: **Jan. 6, 2012**

[US Aerospace Supplier Mission to Canada](#)

Venue: Montreal

Dates: May 6-9, 2012

Application Deadline: **Feb. 1, 2012**

[Trade Mission to Southeast Asia](#)

Venues: Vietnam, Thailand, Singapore, Indonesia, Malaysia

Dates: May 14-22, 2012

Application Deadline: **Mar. 30, 2012**

Recent Market Research

Thousands of industry and market reports, written by our in-country trade professionals, are available to you at no cost to assist you in exporting. Below is a sampling of some recent market research from around the world. To search for more on a particular country or sector, please visit our [Market Research Library](#) (registration may be required). If you are interested in exploring a particular market, please contact the [Trade Specialist](#) in our office who covers your industry sector.

[Japan: IP-Based Physical Security Industry](#)

[Japan: Motorcycle Industry](#)

[Finland: ICT Market Overview](#)

[Mexico: Travel Trends to the United States](#)

[Ecuador: 2011 Dental Market](#)

[Russia's Oil & Gas Industry: Opportunities for US Equipment Manufacturers](#)

[Japan: Pet Products Industry](#)

[Brazil: Oil and Gas Exploration and Production Industries](#)

[Brazil: Solar Energy Update](#)

[India: Overview of the Franchise Industry](#)

[Singapore: Power Generation and Clean Energy](#)

[Thailand: Oil & Gas Equipment and Services Market](#)

[Thailand: Security Systems for Non-Residential Property](#)

[Uruguay: Medical Equipment Overview](#)

[Romania: Pharmaceuticals Industry 2011](#)

[Finland: Medical Industry Overview](#)

[Central Mexico: Trends in Food Processing and Packaging Equipment](#)

[Colombia: Food Processing and Beverage Equipment Industry](#)

[Argentina: Travel and Tourism Services - Growing Sectors](#)

[Japan: Generics Market](#)

[Uruguay: Agricultural Machinery & Equipment](#)

[Colombia: Agricultural Equipment and Chemicals](#)

[Colombia: Telecommunications Industry](#)

[Portuguese Cosmetics and Toiletries Market](#)

[Japan: Analytical Instruments Industry](#)

[Financial Services: Banking Opportunities in Panama](#)

[Kazakhstan: Insurance Sector](#)

[Legal and Fiscal Considerations in Selling US Products to Mexico](#)

US Trade Shows

US Commercial Service Specialists overseas actively recruit and often accompany delegations of foreign buyers, sales representatives, and business partners to US trade shows that are part of the [International Buyer Program](#) (IBP). If you exhibit at an IBP trade show, your chances of finding the right international business partner increases greatly. You'll not only meet more buyers, representatives and distributors, but your products and services can be listed in the Export Interest Directory and distributed to all international visitors. You'll also benefit from:

- Hands-on export counseling, marketing analysis, and matchmaking services by country and industry experts from the US Commercial Service
- Use of an on-site International Business Center, where your company can meet privately with prospective international buyers and partners and obtain assistance from our experienced US Commercial Service staff.

View our list of upcoming [IBP trade shows](#); [contact us](#) for additional information on other initiatives at these shows. Note that the STEP Grants mentioned above could also apply to your participation in an IBP trade show.