



SPC's Export Development Program is funded by World Trade PA program of Office of International Business Development

TRAINING SEMINARS

TRADE WINDS: Latin Americas – 2016 Webinar Schedule

The U.S. Department of Commerce, will be hosting a series of webinars in preparation, and to share business opportunities and information on the countries that will participate in their TRADE WINDS event. This year the focus will be Latin Americas.

*\$40 fee per webinar

- [Business Opportunities in Chile](#) TRADE WINDS 2016 Feb 2nd
- [Business Opportunities in Mexico](#) TRADE WINDS 2016 Feb 10th
- [Business Opportunities in Bolivia](#) TRADE WINDS 2016 March 2nd
- [Business Opportunities in Paraguay](#) TRADE WINDS 2016 March 16th
- [Business Opportunities in Argentina](#) TRADE WINDS 2016 April 6th
- [Business opportunities in Peru](#) TRADE WINDS 2016 April 27th
- [Business opportunities in Uruguay](#) TRADE WINDS 2016 May 18th

Essentials of Export Controls

Establishing and Export Compliance & Management Program

Stay Informed and Stay Compliant

Every U.S. company has a responsibility to understand and comply with U.S. export controls. As exporters become more and more vital to the success of U.S. companies, export controls and compliance, from the legal and security perspective, are also increasing in importance.

Professionals from the Bureau of Industry and Security will provide detailed instruction on the essentials of export controls and practical guidance on developing and managing a strong export compliance and management program for your company.

DAY 1: Essential of Export Controls

Some of the topics to be covered include:

- Determining Jurisdiction
- Classifying your item
- Identifying reasons for control
- Using the Country Chart
- Screen parties to the transaction
- Export using the appropriate ECCN and authorization

DAY 2: Developing an Export Compliance and Management Program

Some of the topics to be covered include:

- Developing and enhancing your compliance program
- The foundation of an effective compliance program
- How to get management buy-in and creating a compliance oriented culture
- Ensuring little problems do not become big problems
- Smart compliance tips and strategies
- Telling your story through records management
- Developing an export compliance manual

Dates: March 16 & 17, 2016

Time: 8:00 am to 4:30 pm

Location: Omni William Penn Hotel
Pittsburgh, PA

Cost: \$500.00 for both days - \$275 per individual day

For more information please contact: Steven.Murray@trade.gov or call 412-644-2819

Visit: www.export.gov/pennsylvania/pittsburgh/exportregconferencepgh/index.asp

INTERNATIONAL TRADE SHOWS AND EVENTS

Health Care Trade & Investment Mission to Peru March 7 – 9, 2016 | Lima, Peru

The mission is designed to promote U.S. companies in the following areas: pharmaceutical producers, medical device manufacturers, hospital operation and management services, hospital information systems, and eHealth solutions. The mission will also assist U.S.

companies already doing business in Peru to expand their footprint.

Participants in this mission will:

- ❖ Accompany Deputy Secretary Bruce Andrews to meetings with the Government of Peru on healthcare policy.
- ❖ Network with government decision makers and key private-sector industry contacts.
- ❖ Receive in-depth market information from the U.S. Embassy staff in Lima, which includes commercial opportunities, challenges, and long term projections of the Peruvian healthcare market; and
- ❖ Learn about new Peruvian healthcare policy initiatives and how they can be translated to U.S. export opportunities.

Cost: \$1,500.00 for small and medium size enterprises (< 500 employees)
 \$2,800.00 for large firms
 \$500.00 for each additional firm representative

Dates: March 7 – 9, 2016

Location: Lima, Peru

Registration Deadline: February 1, 2016

For more information please contact: Diego.Gattesco@trade.gov

Health Technology and Health Services – Trade Mission to Saudi Arabia & Kuwait

April 23 – 28, 2016 | Riyadh & Jeddah – Saudi Arabia and Kuwait City –
Kuwait

The mission will take place during the Saudi-American Healthcare Forum, an exclusive event dedicated to building new relationships, fostering existing partnerships and exchange best practices between the US and the Middle East.

Participants in this mission will:

- Learn first-hand about the health care markets and business opportunities in Saudi Arabia & Kuwait

- Access and network with government decision makers and key private-sector industry contacts, especially potential partner, to foster long-term partnerships, and
- Participate in the Saudi-American Healthcare Forum as speakers and/or as attendees at conference seminars;

Cost: \$3,740.00 for small and medium size enterprises (< 500 employees)
\$4,470.00 for large firms
\$750.00 for each additional firm representative

Dates: April 23 – 28, 2016

Location: Riyadh & Jeddah – Saudi Arabia
Kuwait City - Kuwait

Registration Deadline: February 12, 2016

For more information please contact: LeeAnnee.Haworth@trade.gov

Hannover Messe

April 25-29, 2106 | Hannover, Germany

HANNOVER MESSE, held in Hannover, Germany, is one of the world's premier manufacturing trade events. It is five industry-leading leading trade shows in one, with separate pavilions for Industrial Automation, Industrial Supply, Digital Factory, Energy, and Research and Technology.

There's never been a better year for U.S. firms to participate. The United States has been named the HANNOVER MESSE Partner Country for the 2016 event, presenting a unique opportunity for U.S. exhibitors, The U.S. Commercial Service will be on hand to help your company capitalize on the benefits of our Partner Country status.

With USA Partner Country status, U.S. exhibitors receive prime location and increased visibility throughout the show -- a huge advantage for any exhibitor!

- Enhanced marketing and promotional efforts to potential buyers, partners, and the international media before and during the show will help you connect directly to 200,000+ attendees from more than 70 countries.
- Numerous networking events are designed to feature the United States, including invitations for U.S. exhibitors to attend the prestigious Opening Ceremony Networking Event and Business Summit.

- Pre-show counseling and webinars to help you prepare for the show
- Connect you to pre-qualified, pre-screened buyers and partners from around the world
- Access to industry experts from around the world, representing multiple markets

Cost: \$7,560 (Turnkey packages for booth space in the U.S. Pavilion)

Dates: April 25 – 29, 2016

Location: Hannover, Germany

For more information please click [here](#) or contact Ryan.Russell@trade.gov

EXPOMIN: Chile

April 25 – 29, 2016 | Santiago, Chile

Duquesne University SBDC would like to invite you to join them in EXPOMIN, Chile. Chile has established itself as the largest mining and infrastructure event in Latin America with an exceptional range of innovative technologies and solutions. This show will have over 80,000 visitors and 1,600 exhibitors from around the world. – Only 5 spaces available – First come First Serve basis

Cost: \$1,700 – before February 26, 2016
\$1,900 – after February 26, 2016
Catalogue show option: \$300.00

Dates: April 25 – 29, 2016

Location: Santiago, Chile

Companies are responsible for all travel and business related expenses

For more information please contact Brent Rondon rondon@duq.edu or by phone 412-396-5670

TRADE WINDS: Latin America

Santiago, Chile – September 6 – 13, 2016

The United States and Latin America have one of the most active trade relationships in the world, one that continues to provide opportunities for

U.S. businesses of any size and almost any sector.

TRADE WINDS – LATIN AMERICA Business Development Conference will take place in Santiago, Chile:

- Participate in a focused business development conference, highlighting opportunities and challenges in this extremely dynamic region.
- Attend high visibility business networking events with leading industry and government officials.
- Meet one-on-one with senior U.S. commercial diplomats from embassies and consulates from more than 20 markets in the region for guidance on trade leads and market entry strategies.

You will have access to Pre-screened business-to-business meetings with potential local partners will take place in:

Argentina	Chile	Paraguay	Uruguay
Bolivia	Mexico	Peru	

You may customize your itinerary and select up to three countries for business appointments.

Dates will vary based on your mission stops.

Cost includes one company representative.

Discounts Available for Appalachian Region Businesses

Cost: *For companies with 500 or fewer employees:*

\$1,900 – Conference and one mission stop

\$ 950 – Discounted price for Appalachian Region Businesses (conference and 1 mission stop)

\$1,000 – additional mission stop

\$ 950 – for each additional representative

For companies with more than 500 employees:

\$2,900 – Conference and one mission stop

\$1,000 – additional mission stop

\$ 950 – for each additional representative

Development Conference Only

\$950.00 – per person

\$450.00 – per person - discounted price for Appalachian Region Businesses

September 7 – 9, 2016

Santiago, Chile

Dates: September 6, 2016 – B2B – Mexico City, Mexico; Santa Cruz, Bolivia; or Asuncion Paraguay

September 7 – 9, 2016 – Business Forum and B2B – Santiago, Chile

September 12 – 13, 2016 – B2B – Lima, Peru; Buenos Aires / Cordoba, Argentina; Montevideo, Uruguay

For more information please contact: tradewinds@trade.gov

For registration: www.export.gov/pennsylvania/tradewinds

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