

QUARTERLY INTERNATIONAL BUSINESS COMMUNIQUE

NORTHEASTERN PENNSYLVANIA ALLIANCE 1151 Oak Street Pittston, PA 18640
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Bringing the World to Northeastern PA

Friday, September 24, 2010
 Woodlands Inn & Resort,
 Wilkes-Barre
 8:30 a.m. - 4:00 p.m.

This is our premier event where many export success stories begin... NEPA will host 21 of Pennsylvania's Authorized Trade Representatives from around the globe. These in-country trade consultants will be available to meet one-on-one with companies interested in or already exporting to the markets they cover. They can help you assess your market potential, review regulatory information, identify potential partners and trade shows and much more. Introduce your company in person or follow-up on a question directly - just don't miss this event!

You made NEPA and Pennsylvania's International Business Development Program a success, so please mark your calendars for both this event and NEPA's Annual Dinner taking place the evening before "Bringing the World" (see page 2 for details) as we celebrate our shared accomplishments. We hope to see you there!!

There is no cost to attend this event, but registration is required. Visit <http://www.nepa-alliance.org/BTW10/btw101.html> for more information and to register.

Meet Pennsylvania's Trade Representatives from:

- Arab Gulf Region
- Australia*
- Brazil
- Canada
- Chile
- China - Beijing
- China - Shanghai
- Czech Republic*
- France
- Germany
- India
- Japan
- Korea
- Mexico
- The Netherlands*
- Saudi Arabia
- South Africa*
- Southeast Asia*
- Taiwan
- Untied Kingdom*
- Vietnam

*Offices cover multiple markets

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NEPA Annual Dinner



**Wilfred Muskens,
Deputy Secretary, Office
of International
Business Development,
PA DCED to Serve as
Speaker at NEPA's
Annual Dinner**

Thursday, September 23,
2010

Woodlands Inn & Resort,
Wilkes-Barre

5:30 – 8:00 p.m.

NEPA will be holding its Annual Dinner on Thursday, September 23, 2010 at the Woodlands Inn & Resort, Wilkes-Barre. This year, we are very excited to announce that the theme is “International Night” to highlight the importance of International Trade and the success of NEPA’s International Program.

The Keynote Speaker for the dinner will be Wilfred Muskens, Deputy Secretary of the Pennsylvania Department of Community and Economic Development’s (DCED) Office of International Business Development. Wilfred had served the commonwealth for more than 7 years at DCED before his appointment as Deputy Secretary in the summer of 2007. Currently, he leads a professional team of international economic development specialists that contribute to the growth and strength of the commonwealth’s economy by providing value-added international trade services to Pennsylvania’s businesses and ports by attracting foreign investment to the state.

Look for your invitation in the mail or contact [Suzanne Slussar](mailto:Suzanne.Slussar@nepa-alliance.org) at 570-655-5581 for more information.

Join Us As We Celebrate Our Program's Success

In recent years, Pennsylvania has lead the nation in export growth and has seen its number of exporting companies increase. This increase in exporting keeps Pennsylvania citizens employed and maintains its positions as the world’s 18th and the United States’ 6th largest economies.

The Commonwealth’s award winning International Trade Program, with its 10 Regional Export Networks, the Center for Trade Development and 24 foreign, offices assists over 1,200 companies, which has helped them to facilitate more than \$450 million in export sales.

The Northeastern Pennsylvania Alliance assisted over 100 regional companies to begin or expand their exporting efforts with reported sales of over \$27 million. NEPA approved more than \$120,000 in Market Access Grants for 24 companies during the past two years.

We cordially invite you to join us for both our Annual Dinner and “Bringing the World to Northeastern PA” events as we recognize and celebrate these shared successes.



Would you like to receive a monthly newsletter or additional information by email? Contact Debbie Phillips, International Business Development Specialist at dphillips@nepa-alliance.org or 570-655-5581 with your **name and email address** to be added to our list for future email updates or to obtain further details on any articles or information contained in this newsletter.

PA Welcomes New Authorized Trade Advisors



Germany, Austria, Switzerland & Italy

Dr. Linda von Delhaes-Guenther of the Marketing and Research Firm, AHP Süd will handle trade activities in Germany, Austria, Switzerland and Italy. Linda is a managing partner in the firm and has more than 10 years of experience in international trade and investment. She has worked with corporate clients across Europe as a consultant in the areas of strategic business development, internationalization, sales and marketing and economic development. Born in the Italian Piemonte, she grew up in Italy and Germany and is fluent in German, Italian and English. AHP Süd has offices in Berlin, Leipzig, Münster and Heidelberg.

Arab Gulf Markets

Covering the Arab Gulf Markets, Ms. Penny Ann Barr of Barr Management Consultancy will take over trade activities for Bahrain, Kuwait, Oman, Qatar, United Arab Emirates and Yemen. Based in Dubai, Penny is a native of PA and a graduate of Penn State University with over 15 years of combined experience in real estate, finance, economic research, internal audit and business development.

Both Linda and Penny will be on hand to meet one-on-one with interested companies on September 24, when we will host 21 of PA's Trade Advisors at the Woodlands. But don't forget that you can also access the services of any of PA's Trade Advisors at any time by contacting us.

Changes at PA's Chilean Trade Office

Pennsylvania Bids Fond Farewell to Sergio Kalm, Former Director, Chilean Trade Office

Friday, August 13, 2010 was Sergio Kalm's last day as Director of the Pennsylvania Trade Office in Santiago. We greatly thank Sergio for his outstanding support and dedication to the Pennsylvania Office in Chile during the last five years, and wish him all the best. Sergio has left the company in order to pursue other career opportunities. Veronica Medina, Chief Operating Officer of TradeChile will be point of contact for all concerns previously handled by Sergio Kalm.

Pennsylvania's Chilean Trade Office Welcomes New Market Analyst

Please join us in welcoming Ms. Brittany Brown, who has joined the Pennsylvania Trade Office in Chile as Market Analyst effective August 16 and taken the position left vacant by the departure of Leslie Wheeling at the end of June. Brittany is a graduate of Boston College, with an English and Spanish degree, and recently completed a dual Master's program (IMBA/MA International Administration) at the University of Denver. Brittany was the Executive Director of the Chamber of the Americas Foundation in Denver, CO, and prior to that, worked for the U.S. Department of State at the U.S. Embassy in Santiago, Division of Economic and Political Affairs.



Featured Event



2010 Taiwan International Green Industry Show

October 25-28, 2010 - Taipei, Taiwan
Cost: \$750 - Deadline: September 24
www.greentaiwan.tw

TIGIS 2010 is Taiwan's leading event for excellence and innovation in the energy, environment, water and land sectors. Exhibitor profiles for Green Taiwan will include:

- Energy - Alternative / Renewable Energy, Energy Saving Products, etc.
- Environmental Protection - Recycling, Pollution Prevention, Green Building Materials, etc.
- Water Resources - Services, Water Treatment & Recycling, Material & Instruments, etc.

Why this Market?

Due to a global emphasis on environmental protection, Taiwan has identified the green industry as one of its emerging industries. The government's strategic plan for sustainable development assures both environmental protection and economic growth. Increasingly stringent environmental regulations will also heighten Taiwan's need for green products.

Other Trade Events

World Green Energy Symposium 2010

www.worldenergysymposium.us/
October 21-23 - Philadelphia
Cost: Table Space = \$549, Booth Exhibitor = \$1,700

The World Green Energy Symposium provides opportunities for networking, learning, exchanging, exhibiting and investing in the future of new energy technologies, products and services. This will offer you the opportunity to showcase your products, services and initiatives to an enthusiastic and forward thinking target audience. Take advantage of this special pricing offer when you participate with the state. Contact us today to learn how.

World Trade Center of Greater Philadelphia Trade Mission to India

www.wtcphila.org
January 2-13, 2011 - New Delhi & Mumbai
Cost: \$1,000 - Deadline: October 15

The World Trade Center of Greater Philadelphia in conjunction with Temple University's CIBER will lead this mission to one of the fastest growing, dynamic economies in the world. You will have the opportunity to meet face-to-face with pre-screened business partners to explore export opportunities.

Don't Forget Market Access Grants

Are you considering participating in any of the international events listed in this newsletter or a different foreign trade show or even a general sales trip? Don't forget to check out our Market Access Grant (MAG) program. Funds are still available for up to \$3,000 (with a 50/50 company match) to offset expenses such as airfare, lodging, in-country transportation, interpreter fees and show exhibition fees. The MAG guidelines and application form is available on our website [www.nepa-alliance.org/Docs/International/MAG/Market Access Grant_Guidelines-09.pdf](http://www.nepa-alliance.org/Docs/International/MAG/Market%20Access%20Grant_Guidelines-09.pdf) or contact us for more details.

Featured Market - Taiwan



Doing Business In Taiwan...

Taiwan, a small mountainous island with a population of 23 million and few natural resources, has become a high-tech powerhouse that boasts the world's 19th largest economy in terms of purchasing power parity (PPP). It is a major trading partner of the United States and the 11th largest export market for the U.S. both in agricultural and non-agricultural products. Per capita GDP and household disposable income rank among the highest in Asia, making Taiwan an attractive consumer goods market despite its relatively small population. Although the country's GDP contracted by 2.53% in 2009, with recent economic recovery, Taiwan forecasts a 4.39% growth rate for 2010.

Taiwan's imports are dominated by raw materials and capital goods, which account for more than 90% of the total. Taiwan imports a wide variety of electronics, optical and precision instruments, information and communications products, transportation equipment, machinery, and electrical products. It also imports coal, oil and gas to meet most of its energy needs. In 2009, China was Taiwan's largest trading partner (28.8%), followed by Japan (13.4%), and the U.S. which took 11.6% of Taiwan's exports and supplied 10.3% of the country's imports. Taiwan's high-tech sector relies heavily on technology licenses and imports of specialty components from the United States.

Leading Sectors for U.S. Export...

Commercial Sectors:

- Electronic Components
- Electronics Industry Production/Test Equipment
- Computer Services & Software
- Overseas Travel and Tourism
- Industrial Chemicals
- Education
- Medical Devices & Supplies
- Electrical Power Equipment

Agricultural Sectors:

- Beef
- Pork
- Fresh Fruit
- Dried & Frozen Fruit
- Poultry (Ready to Cook)

PA's Trade Representative in Taiwan...

If you're interested in or already doing business in Taiwan, Irene Tsai and Grace Lu, are on the ground to support your company. They can help you assess your market potential, know your competition, find the right partners, understand regulations and much more. Contact us today to learn more.

Source: U.S. Commercial Service, "Doing Business in Taiwan: 2010"



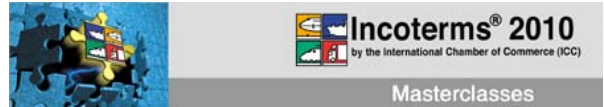
New Certificate of Free Sale Requirements for Vietnam

For the first time provisions on the Certificate of Free Sale (CFS) for Vietnam export products and requirements as to CFS for imported products have been officially issued under the Decision No. 10/2010/QĐ-TTg of Prime Minister dated February 10. Accordingly CFS is defined as a certificate granted by the competent authority of an exporting country to its exporters certifying that products specified in the certificate are manufactured and sold freely in that country.

For the exporters of products manufactured in Vietnam, this decision provides a clear mechanism for obtaining CFS for their products if such certificate is required by the targeted importing countries. It is the right, not the obligation, of these exporters under Decision 10 to apply for CFS for the said exporting products where needed.

For the importers of products and goods for sale in Vietnam, CFS will be required for those imported products published by relevant ministries in accordance with the list provided in Annex 1 of the Decision. With the expansion of the number of sectors in which CFS is required for relevant imported products, many more importers in more sectors will have to obtain this document or an equal alternative. This may delay the procedure for importing products into Vietnam, particularly for those products manufactured in countries where there are not mechanisms for obtaining/issuing CFS.

For more information on CFS, contact us to get in touch with Ms. Giang Nguyen, PA's Authorized Trade Advisor in Vietnam.



Incoterms® 2010

On January 1, 2011 the 2010 revision to Incoterms® will take effect. Incoterms® are global rules that clarify the costs, risks, and responsibilities of both buyers and sellers. Developed by the International Chamber of Commerce (ICC) and used by companies to move goods around the world, Incoterms® have become the standard in international business rules setting.

To educate American business on the new rules, the U.S. Council for International Business will offer a series of seminars entitled: ICC Incoterms® 2010 for Americans®. These seminars are accredited by ICC and will be taught by Frank J. Reynolds, an expert on Incoterms® and a member of ICC's Incoterms® 2010 drafting commission.

Save the Date!

Thursday, October 21 - Philadelphia

8:00 a.m. - 4:00 p.m.

Cost: \$350 before October 11 or \$380 thereafter

Topics will include: an overview of Incoterms® rules; the revision process; useful definitions; role in sales/purchasing contracts; hoops, hurdles and contracts; an American perspective; Incoterm-by-Incoterm® analysis; and relation to payment terms. Attendees receive a copy of the official ICC Incoterms® 2010 book and a companion book, "Incoterms® for Americans®" as well as comprehensive seminar notes. Register online at www.iccincoterms2010.org

Online Export Trainings

Additional export training can always be found on www.export.gov. There you'll find listings of local trainings, upcoming and recorded webinars, offered at a variety of levels and on various topics.

In Remembrance of Sakamoto-san PA's Trade Representative in Japan Passed Away in July



Mr. Nobuyuki Sakamoto (Sakamoto-san) represented the Commonwealth of Pennsylvania's international trade and investment interests in Japan from 2000 to 2010. He tirelessly worked both trade and investment deals for the benefit of Pennsylvania and earned a reputation as a valued and dedicated partner working for the betterment of the Pennsylvania economy and its citizens.

In his 10 years with us, he worked with 453 Pennsylvania companies and he and his team assisted 100-130 clients each year, completing 100-200 projects annually. During the last 5 years, PA clients credited his office with almost \$30 million in export sales to Japan. Each year, his office handled at least 1 Pennsylvania trade delegation attending exhibitions covering a wide variety of industries as well as 1-2 catalog promotions on behalf of our clients.

Sakamoto-san was a man of many ideas and embodied the Japanese philosophy of "kaizen" or continuous improvement but in a gentle manner, as was his custom. He was adept at finding "free" space at trade shows in order to prompt PA companies to participate. He forged a strategic relationship with Japan's Saitama prefecture and encouraged them to establish a relationship with Pittsburgh, focused on bringing Saitama based companies to Pittsburgh to build business-to-business ties. He organized multiple visits to Japanese study abroad agencies to see Pennsylvania institutions and encouraged them to place Japanese students in these schools, even setting up a special PA library to these agencies. Based on his own research, he sent us lists of Pennsylvania companies that he believed could succeed in Japan, many formerly unknown to us. Most recently, he spearheaded a successful initiative sending a Japanese Life Sciences Expert and Venture Capital Advisor to meet with Pennsylvania companies and evaluate their potential for VC funding, Japanese market entry and participation in our 2011 Japanese Life Sciences Trade Mission.

Beyond the number and all his professional accomplishments, Sakamoto-san's optimism, drive and kindness will be missed most of all. On behalf of all of those who worked with him in Pennsylvania, we send our condolences to Sakamoto-san's family and colleagues.

Useful Websites

PIERS Global Intelligence Solutions®

www.piers.com

Every day there are thousands of shipments that come into or go out of U.S. ports. The information about these shipments is valuable to businesspeople, because with it they can get an idea of what their competitors and customers are buying or selling. You can get the raw data about these shipments from the U.S. government, but it's based on ship manifests and bills of lading, which are not always accurate. That's where PIERS comes in. PIERS has specialized in enhancing and packaging this kind of information for 30 years, and they know the difference between data and competitive intelligence. PIERS adds value to the raw data by using reporters at 48 U.S. ports who compare customs information against shippers' documents. These professionals use their experience and industry expertise to verify the records, and they translate it all into information you can use.

EXPORT911 Answers All Your Questions

www.export911.com

This site has lots of solid trade information. There is information about every aspect of trade, including: marketing, logistics, packing, shipping, Incoterms, financial documents, the basics of starting an export business, tariff & customs documentation, legal information, conversion tables, calculators, product coding, management, and much more. You can get an education in international trade by visiting this site.

NOTE: Some information in the International Business Communique is obtained from the Federation of International Trade Association. You can subscribe to their free publication at <http://www.fita.org>.

Choose the Best Search Engine for Your Information Need

www.noodletools.com/debbie/literacies/information/5locate/adviceengine.html

If you've ever been confused as to which search engine to use, check out NoodleTools'. This page has a handy reference chart that shows exactly what the strengths of each search engine are. If you need facts, opinions, timely information, an answer from a specific academic discipline, help defining your topic, or other search parameters, this page will show you exactly which search engine is the best to use. There are links to each search tool, so there's no delay when you want to do a search.

Save Money at Coupon Mountain

www.couponmountain.com

This site has thousands of coupons and discounts for online stores, and all you have to do is click on one that looks interesting. You can search by store, category, or product, or just browse the list of the day's top deals and coupons. There are coupons for free shipping, printable coupons, free samples, one-day-only deals, and lots more. If you sign up for an account, you can save coupons, receive e-mail alerts about hot deals, and get an e-newsletter with more deals and bargains. You can even ask the folks at Coupon Mountain to find you a deal on a specific product, if you don't see what you want, and they'll try to find it for you.

For more information, contact::

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