

April 2023

SAP&DC



What's New In Export



April Showers bring May flowers.

Don't forget to register for our In-Person Seminar on Export Documentation and Procedures. See information below.

Make sure you save the date for BTW2PA 2023. SAP&DC's event will be held on October 9, 2023 at the Blair County Convention Center, watch for more information.

In this newsletter:

- ITSI Biosciences-Excels in Africa
- Translation Service Assistance
- Central PA International Business Conference
- Webinar - Grow Your Exports: Trade Finance Tools
- Seminar - Export Documentation and Procedures
- Seminar - Complying with U.S. Export Controls
- South American Industry Reports
- BTW2PA - Save the Date
- Market Updates

- Upcoming Trade Events
- Training

Your International Trade Specialist
Joyce



ITSI Biosciences Excels in Africa

[ITSI-Biosciences, LLC](http://www.itsibio.com) (ITSIBIO, www.itsibio.com), located in Johnstown, PA. Founded in 2004 by Dr. Richard Somiari, President. ITSIBIO is a leading developer of ready-to-use kits for biomedical research. They also provide fast, accurate and affordable genomics, proteomics and mass spectrometry services using state-of-the-art technologies along with custom ELISA kits, DNA/protein arrays and GenPlates for DNA storage at ambient temperature. ITSIBIO serves academic institutions, military organizations, analytical laboratories, biotechnology companies, research institutes and pharmaceutical industries. Their mission is to provide state-of-the-art bioanalytical solutions to the global scientific community. ITSI-Biosciences will help its partners succeed by providing the highest quality service at a competitive price and turn-around time.

Dr. Richard Somiari, through the assistance of the U.S. Commercial Services' Gold Key Service, traveled to Africa (Tanzania, Kenya, Nigeria) for meetings with prospective new partners, that had been set up by the U.S. Commercial Services representatives in Africa. ITSI Biosciences had also applied for the Global Access Program grant (GAP) through the Southern Alleghenies Planning and Development Commission (SAP&DC) which is administered by Pennsylvania's Department of Community and Economic Development's (DCEd's) Office of International Business Development (OIBD) and funded in part by the U.S Small Business Administration (SBA), for assistance with his travels to Africa.

Dr. Somiari explained that in Africa it is best to meet face-to-face and to bring some product samples, if possible, in order to even have a chance at making a sale or signing a new distributor. He also noted that he had been in contact with other possible clients within the region in the past via e-mail or phone, so he took advantage of being in country to set up meetings with them while he was there. After having multiple meetings, approximately 27, he was able to make the great connections that he was looking for and received signed orders before he left Africa. "The Activity has helped us meet with potential clients in new markets (Kenya and Tanzania) and consolidate our presence in an existing market (Nigeria). We have already received request for quotations and are currently fulfilling other orders."

Since returning home to Johnstown, he has been following up with the new clients and with the ones that needed some more time, as a result of his follow up he has had three more orders placed. Dr. Somiari had also discussed with two different potential clients the registration process for his products when importing into Kenya and Tanzania.

Dr. Somiari stated that "The GAP Award program has enabled us to enter new markets in Africa. It would have been difficult if not impossible without the GAP Award." Dr. Somiari, has already exceeded his expectations for this region and would like to travel there again in the near future to follow up with the companies he had already met with as continued support and hopefully continue his growth within the region.

Translation Service

Do you need one?

Do you have something that you need to have translated, product labels, agreements, flyers, etc. If you do, please contact [Joyce Hoffman](#).

SAP&DC can help you with this process at **no charge**.

[One Planet](#) translates to and from all languages. They work with complex technical, legal, medical, and scientific documents.



Central Pennsylvania International Business Conference: Learning From Each Other



May 25, 2023
217 Business Building, Penn State University
State College

Join us for a morning of networking, learning, and conversation centered around international business! Penn State is looking forward to engaging with the business community to share their expertise and offerings in order to maximize your international growth.

Agenda:

- 7:45 – 8:15 **Continental Breakfast**
- 8:15 – 8:30 **Welcome and Introduction**
 Professor Terrence Guay, Associate Dean for International Programs &
 Director of the Center for Global Business Studies
- 8:30 – 9:00 **Overview of the PA Trade & Investment Program and GAP program**
 Jen Black, Executive Director Office of International Business Development
- 9:00 – 9:15 **Welcome**
 Dean Charles Whiteman
- 9:15 – 10:00 **Current State of the Supply Chain Crisis**
 Professor Steve Tracy, Director of the Center for Supply Chain Research,
 Smeal College of Business
- 10:00 – 10:15 **Break**
- 10:15 – 11:00 **Trends in Sustainability**
 Professor Meg Melay, Chair, Department of Marketing
- 11:00 – 11:30 **Employment and Internship Trends**
 Ashley Rippey, Director of Business Career Center, Smeal College of Business
- 11:30 – 12:15 **Panel Discussion with Successful Exporting Companies**
 Noelle Long, SEDA-COG
- 12:15 – 1:00 **Closing Remarks & Networking Lunch**

This event is free to attend. Registration is required by May 1.

For more information, visit:

smeal.psu.edu/cgbs

seda-cog.org/export

nlong@seda-cog.org

570-412-4072



PennState
 Smeal College of Business
 Center for Global Business Studies



Register online at <https://bit.ly/May25Conference>

Grow Your Exports: Trade Finance Tools

Companies looking to grow their international sales are invited to attend this webinar featuring local and regional export finance specialists.

May 2, 2023 at 10:00 am

Trade Finance Tools to Fuel Your Growth

The U.S. Commercial Service, Northwest Commission, EXIM Bank, and the Small Business Administration (SBA) are partnering to present a webinar on trade finance solutions available for Pennsylvania businesses looking to grow their international sales. Join us on May 2, 2023 to learn about available resources and strategies including:

- Export Credit Insurance
- International Buyer Financing
- Export Working Capital Financing
- Learn how payment terms can be used as a Sales Tool
- And more

Connect with Available Resource Providers

This program features a team of export professionals each with decades of experience supporting Western Pennsylvania businesses. Speakers will include:

- Regina Gordin – EXIM Bank
- Ed Schick – Small Business Administration
- Dorte Heffernan – Northwest Commission
- Ryan Russell – U.S. Commercial Service Pittsburgh

Learn More & Register

Event Details

Date: May 2, 2023 10:00 a.m. – 11:00 a.m.

Location: Virtual - at your computer

Cost: Free, but advance registration is required.

Registration: [HERE](#)

Local Contacts

U.S. Commercial Pittsburgh:

Ryan Russell, Director

Ryan.Russell@trade.gov

(412) 644-2817

Northwest Commission:

Dorte Heffernan

International Trade Manager

Dorteh@northwestpa.org

(814) 677 4800 Ext. 110





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

[Click Here](#)



Complying with U.S. Export Controls April 26 & 27 | Pittsburgh, PA | \$650.00

Join the U.S. Commercial Service, the Department of Commerce Bureau of Industry and Security, and the Western Pennsylvania District Export Council for [Complying with U.S. Export Controls](#), an in-depth two-day training on the Export Administration Regulations and how to comply with U.S. export controls.

Join the U.S. Commercial Service, the Department of Commerce Bureau of Industry and Security, and the Western Pennsylvania District Export Council for [Complying with U.S. Export Controls](#), an in-depth two-day training on the Export Administration Regulations and how to comply with U.S. export controls. The two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods.

Participants will learn:

- What items and activities are subject to the EAR,
- Steps to take to determine the export licensing requirements for your item,
- How to determine your export control classification number (ECCN),
- When you can export or reexport without applying for a license,
- Export clearance procedures and record keeping requirements.

Presenters will draw from real life examples in applying this information and will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities.

For questions please contact [Steven Murray](#).

[Register Here](#)

South American Market Industry Reports

The Great Lakes & St. Lawrence Governors & Premiers (GSGP) South America office has prepared some Industry Reports that may interest you.

Below you can click on the industry that interest you to see the report.

Please let [me](#) know if you need any assistance within these markets.

[Agriculture](#)
[Construction](#)
[Food & Beverage](#)
[Health](#)
[Mining](#)
[Technology](#)

BTW2PA **SAP&DC**

Interested in Developing or Expanding International Business?

Meet with 13 Authorized Trade Representatives covering 44 countries in one location to discover your opportunities.

Bringing the World to PA is an opportunity for Pennsylvania companies to meet one-on-one with Pennsylvania's Authorized Trade Representatives (ATR's) at a series of events held in 10 different locations across the state, from Oct 2-13. Southern Alleghenies region event will take place on October 9, 2023, at the Blair County Convention Center. If you need another date, please let me know.

BTW2PA will provide companies with the opportunity to meet individually and confidentially to discuss international business development opportunities. The ATR's can help PA companies with in-country trade assistance, provide market intelligence, identify overseas partners, and support in-country trade initiatives and much more!

Time: Registration begins at 9:00 AM

Meetings begin at 9:30 AM

Meetings conclude at 3:15 PM

Lunch will be served from: 12:00 to 1:15 PM

Cost: FREE

Registration Closes on: September 22, 2023

We are allowing 2 employees from each company, at no cost, for lunch.

Registration must be completed and returned in order to attend.

For the registration form please contact:

SAP&DC

Attn: Joyce Hoffman

3 Sheraton Dr.

Altoona, PA 16601

814-949-6527 | jhoffman@sapdc.org



Funded in part by DCED's Office of International Business Development

Market Updates

- 5 Minute Briefs from Seoul [Click Here](#)

- The Fortnightly, News on Business in the Middle East Region [Click Here](#)
- South Korea Market Intelligence & Business Opportunities [Click Here](#)
- China Briefing [Click Here](#)
- Taiwan Food Industry Report [Click Here](#)
- South East Asia [Click Here](#)
- Canada Newsletter [Click Here](#)

Upcoming Trade Events

BIO Asia Taiwan

July 26-30, 2023

Marketing material due by June 5, 2023

Contact: [Joyce Hoffman](#)

GDEI Africa Trade Mission

August 6-15, 2023

Multi Sector

South Africa, Ghana, Nigeria

[For more information & registration click here](#)

SAP&DC

BTW2PA 2023

Save the Date

October 9, 2023

Contact: [Joyce Hoffman](#)

MEDICA 2023

November 13-16, 2023

Medical

Dusseldorf, Germany

Contact: [Theresa Brennan](#)

Training

Webinar's

**Grow Your Exports:
Trade finance Tools**

May 2, 2023
10:00 AM - 11:00 AM
[Register Here](#)

Seminar's

Export Documentation & Procedures From Beginning to End!

June 7, 2023
8:30 AM - 4:30 PM EST
SAP&DC

For more information and to register
[Click Here](#)

Complying with U.S. Export Controls

April 26-27, 2023
Pittsburgh, PA
[Register Here](#)

Central PA International Business Conference: Learning From Each Other

May 25, 2023
7:45 AM - 1:00 PM
Registration Deadline is May 1, 2023
[Register Here](#)

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!

- [U.S. Foreign Corrupt Practices Act](#)
- [Near Shoring as Opposed to Off Shoring. Why Choose the "Americas"](#)
- [Classification Under The US Harmonized Tariff & Schedule B](#)
- [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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