What's New In Export

Summer is in full swing! Nice weather, relaxation and hopefully a family vacation or two so we can enjoy what 2021 has to offer. It's quite different than last year and we hope that the year has proven to be more enjoyable for everyone. While we would love to just relax all the time, we still have business to attend to that is why we have provided some very important articles in this months newsletter. GAP grants are still open and we have been taking many applications for trade shows this fall and next year, if you have an event planned, please submit your GAP application as soon as possible to ensure allocating funds for your event.

We are pleased to announce the reopening of our China office for your business needs. If you have any questions, please reach out to us and we would be happy to assist you in any way. Our offices and staff are open for meeting appointments and are ready to serve you. Enjoy the weather!

Your International Trade Team

Tina & Joyce

Pennsylvania is pleased to announce that the Authorized Trade Office in China is now offered to PA companies for assistance!

DCED's Office of International Business is pleased to announce that the Authorized Trade Office in China is now open to requests to assist businesses in the market. The office was previously removed from the offering due to budget restraints but has once again been
added to the offering to PA businesses that want to expand their international business in China. For requests, please contact us to get started.

Pandemic Assistance for Timber Harvesters and Haulers Program

Are you a timber logger or trucker whose operation has been impacted by the coronavirus pandemic? USDA’s Pandemic Assistance for Timber Harvesters and Haulers program (PATHH) will provide financial relief to timber harvesting and timber hauling businesses that experienced losses in 2020 due to COVID-19. This new program is part of USDA’s Pandemic Assistance for Producers initiative. For more information [CLICK HERE](https://app.constantcontact.com/pages/campaigns/email-details/details/activity/3c1afd83-fb60-43ac-9943-7b7a3caecc94)

Source: [farmers.gov](https://www.farmers.gov)

FTC Issues Rule to Deter Rampant Made in USA Fraud

July 1, 2021

Made in USA labels will finally mean goods were made in America

The Federal Trade Commission finalized a new rule that will crack down on marketers who make false, unqualified claims that their products are Made in the USA. Under the rule, marketers making unqualified Made in USA claims on labels should be able to prove that their products are “all or virtually all” made in the United States.

Commissioner Rohit Chopra was joined by Chair Lina Khan and Commissioner Rebecca Kelly Slaughter in a [statement](https://www.ftc.gov/news-events/press-releases/2021/07/ftc-finalizes-rule-deter-rampant-made-usa-fraud), which noted the rule will especially benefit small businesses that rely on the Made in USA label, but lack the resources to defend themselves from imitators. The new rule codifies a broader range of remedies by the FTC, including the ability to seek redress, damages, penalties, and other relief from those who lie about a Made in USA label. It will enable the Commission for the first time to seek civil penalties of up to $43,280 per violation of the rule.

While stiff penalties are not appropriate in every instance, they send a strong signal to would-be violators that they abuse the Made in USA label at their peril.

“The final rule provides substantial benefits to the public by protecting businesses from losing sales to dishonest competitors and protecting purchasers seeking to purchase American-made goods,” said Commissioner Chopra.

“More broadly, this long-overdue rule is an important reminder that the Commission must do more to use the authorities explicitly authorized by Congress to protect market participants from fraud and abuse.”

For complete article [read more here](https://www.ftc.gov/news-events/press-releases/2021/07/ftc-finalizes-rule-deter-rampant-made-usa-fraud)

Source: FTC.gov

News to Keep you up to date!

Tidbits You Should Know!

Department of Agriculture to Canvass Spotted Lanternfly Quarantine for Business Permitting Compliance
06/16/2021
Harrisburg, PA – Agriculture Secretary Russell Redding today announced that the department's Spotted Lanternfly Compliance and Enforcement Team will be conducting spotted lanternfly permit and inspection record checks for businesses in Pennsylvania's 34 counties quarantined for the pest.
Canvassing will begin in Blair County in July. Notice will be given as additional counties are added to the schedule. "We've been saying for a long time now that businesses are an important part of the fight against the spotted lanternfly, they should protect with a permit," said Redding. "With a spotted lanternfly business permit and an educated workforce, we can stop this threat in its tracks while keeping business and commerce moving, trade and consumers protected."
In March of this year, the department added eight counties to the commonwealth's quarantine zone which now spans from east to west across the commonwealth. Businesses that operate in or travel through quarantined counties are required to obtain a free permit which comes with the responsibility of maintaining a trained, engaged workforce. Violators of permit requirements are subject to up to $300 per violation plus associated court costs. The spotted lanternfly business permit and inspection canvassing program aims to raise awareness of the value of quarantine compliance actions that work to slow the spread in this invasive pest. Department canvassers will always show their commonwealth ID and will ask to see proof of permit in addition to inspection and training records. A Spotted Lanternfly Business Toolkit is available to help operations learn about why the spotted lanternfly is bad, how the quarantine works, if they need a permit, and responsibilities of holding a permit.
For more information on Spotted Lanternfly, visit agriculture.pa.gov/spottedlanternfly.

Source: media.pa.gov

EU VAT E-Commerce Changes Effective July 1, 2021

Who is concerned?
Everyone in the e-commerce supply chain is affected, from online sellers and marketplaces/platforms both inside and outside the EU, to postal operators and couriers, customs and tax administrations, right through to consumers.

What is changing?
From 1 July 2021, the VAT rules on cross-border business-to-consumer (B2C) e-commerce activities will change. The rationale for these changes is to overcome the barriers to cross-border online sales and address challenges arising from the VAT regimes for distance sales of goods and for the importation of low value consignments.
The main changes are the following:
Online sellers, including online marketplaces/platforms can register in one EU Member State and this will be valid for the declaration and payment of VAT on all distance sales of goods and cross-border supplies of services to customers within the EU. They will benefit from a reduction in red tape of up to 95% by registering with the new One Stop Shop (OSS)
The existing thresholds for distance sales of goods within the EU will be abolished and replaced by a new EU-wide threshold of EUR 10 000. Below this EUR 10 000 threshold, the supplies of TBE (telecommunications, broadcasting and electronic) services and distance sales of goods within the EU may remain subject to VAT in the Member State where the taxable person is established. Special provisions are introduced whereby online marketplaces/platforms facilitating supplies of goods are deemed for VAT purposes to have received and supplied the goods themselves ("deemed supplier"). In addition, new record keeping requirements are introduced for online marketplaces/platforms facilitating supplies of goods and services, including where such online marketplaces/platform are not a deemed supplier.
The VAT exemption at importation of small consignments of a value up to EUR 22 will be removed. This means all goods imported in the EU will now be subject to VAT.
What are the transactions covered by the new changes?
- Distance sales of goods within the EU carried out by suppliers or deemed suppliers;
- Domestic sales of goods by deemed suppliers;
- Supplies of services by EU and non-EU sellers to consumers in the EU;
- Distance sales of goods imported from third territories or third countries carried out by suppliers and deemed suppliers, except for goods subject to excise duties.

What are the benefits?
- Consumers will appreciate knowing that when buying goods online from outside or inside the EU, the VAT rate applied is the same as for goods acquired in their home country - the new rules make sure that VAT is paid where consumption of goods takes place;
- EU businesses will be able to grow in a simplified, fairer environment and overcome the barriers to cross-border online sales - the European Digital Single Market aims to make technology work for people in a fair and competitive digital economy;
- EU citizens will see public revenues increase - thanks to increased VAT payments and less VAT fraud, all Member States will benefit. For more information visit European Commission

Source: European Commission

Global Access Program Funding Available & Update of New Eligible Expenses to Include Certifications*

Just a reminder that STEP 8 GAP Funding is still available for 2020 for the award amount of $5,000. We know that currently many trade shows and company travel has been cancelled, but if you have a pending GAP, please contact us so we can adjust the dates on your current application. Shows and business travel that have been cancelled, please let us know and we will cancel your current GAP application. Funds can be made available for future events.

The GAP can assist in covering eligible expenses to help with costs associated with your international business travel, trade missions, trade shows, USDCC subscription services, FAS, USTDA reverse trade missions, workshops or conferences, website internationalization, E-Commerce or digital marketing for international business. For full details Global Access Program GAP grants are available while funds last. For companies who have not utilized the STEP 8 funding, STEP 8 funds must be used for a completed activity by September 29, 2021.

STEP 9 Funding for FY 20-21

The Global Access Program (GAP) is designed to enhance the capability of small to mid-sized Pennsylvania companies to increase export sales. GAP is administered by the Pennsylvania Office of International Business Development (OIBD) and provides up to $10,000 per grant, and up to two awards per award period to qualifying Pennsylvania companies. The funding reimburses qualifying businesses up to 75% of eligible expenses associated with specific export promotion activities. The program is funded in part through a grant, the State Trade and Export Promotion (STEP), with the U.S. Small Business Administration.

Completed activity by Sept 29, 2022.
Eligible expenses include:
• International Travel
  • overseas trade missions
  • overseas tradeshow exhibition
  • foreign market sales trips
• Virtual tradeshows & mission registration fees
• U.S. Department of Commerce services fees and/or any Federal service that directly supports exporting
• Compliance testing (including CE, CEE, GDPR, UL Canada, ATEX Testing/Certification, Japan Haz/Loc Certification, IECex Testing/Certification, ISO)
• Website internationalization
  • Design & development of website, with an international focus
  • Translation of website into foreign languages
  • Maintenance and monitoring fees for search engine optimization (SEO)
• E-Commerce
  • E-Commerce platform fees, including hosting and/or maintenance fees
  • Online market listing fees
  • Expenses for setting up website to accept international payments
• Digital & Marketing Media (design and/or translation of any digital advertising or marketing media, including audio/video and social media, with an international focus)

Applications and additional information can be obtained by contacting Tina Taylor ttaylor@sapdc.org or Joyce Hoffman jhoffman@sapdc.org

Join the Great Lakes St. Lawrence Governors & Premiers' South Korea and Japan Trade Mission September 27-October 1, 2021

GSGP is leading a multi-sector trade mission to South Korea and Japan from September 27-October 1, 2021. The goal of this mission is to assist small to medium-sized companies from the Great Lakes St. Lawrence region to export products and services to these important markets. Each mission participant will receive a customized schedule of B2B meetings to meet with prospective customers and business partners. Mission participants will also benefit from networking events and logistical support provided by the GSGP Japan & South Korea Trade Offices. A printable flyer is available Here

Mission Itinerary
Saturday, September 25
• Participants depart for Seoul, South Korea
Sunday, September 26
• Early am Participants arrive in Seoul, South Korea
  • Country Briefing and Networking Dinner
Monday, September 27
• Business meetings in Seoul
Tuesday, September 28
• Business Meetings in Seoul
Informal Dinner (own cost)

Wednesday, September 29
- AM: Flight to Tokyo, Japan
- Country briefing

Thursday, September 30
- Business meetings in Tokyo

Friday, October 1
- Business meetings in Tokyo

Saturday, October 2
- Depart for U.S.A. and Canada

For more information about this mission CLICK HERE

Don't forget GAP funding to help offset costs of this event is still available!

The Conference of Great Lakes and St. Lawrence Governors and Premiers unites the chief executives from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Ontario, Pennsylvania, Quebec and Wisconsin. The Governors and Premiers work as equal partners to grow the region’s $6 trillion economy and protect the world’s largest system of surface fresh water.

Information Session:
Get ready to do business in Chile

Virtual Connections: Chile is a unique B2B matchmaking program designed to introduce U.S. agribusiness and water technology companies to business opportunities in the Latin American country of Chile. Eligible U.S. companies are water solution providers and companies involved in irrigation, water conservation, filtration, purification, de-salination, software, sensors, localized energy sources to run irrigation, and related sectors. This two-part program is designed to give you the information and introductions to decision makers and buyers to start doing business in the region.

Information Session:
This session will provide market overviews on water solution and irrigation opportunities for U.S. firms in Chile:
- Chile is fast becoming a top global agricultural producer and exporter due to favorable growing conditions, its ability to grow crops during the Northern Hemisphere’s winter, and its network of free trade agreements.
- However, private Chilean farmers face high energy costs, small land plots, and a long drought. They seek to invest in equipment and services to improve production efficiency and mitigate the effects of climate change.
- Chile imports most of its agriculture/agribusiness machinery and equipment. The United States is the top supplier, and U.S. companies have a reputation for reliability, quality, and innovation.
- Agricultural technologies in high demand include: water management and irrigation systems such as equipment and supplies for efficient irrigation and water distribution; micro-water reservoirs and dams; rainfall harvesters; and water-related measuring devices.

Virtual Introductions:
Connect with buying opportunities in the global marketplace

Companies interested in connecting directly can sign up for additional curated matchmaking sessions to meet buyers and government officials.

The link to apply for virtual introductions will be sent out immediately following the information session. The application is free, and companies will be vetted for market suitability. After vetting, the first five to sign up will
meet virtually with our in-country specialists to discuss their specific products/services and the opportunities for such. Once both sides agree to move forward, they will receive a participation agreement (PA) for the virtual connection, which will take place 2-3 weeks following the signing of the PA. Between one and three virtual introductions will be organized by local U.S. trade specialists who will guide you through the next steps so you can make the sale.

**Information Session Details:**

**August 10th**

12:00 PM EST  11:00 AM CST  10:00 AM MST  9:00 AM PST

Registration required by August 9th, 2021
Cost: $25

**REGISTER NOW!!!**

**Questions? Contact:**
Catherine Muth at Catherine.Muth@trade.gov

or

Laurie Kelleher at Laurie.Kelleher@trade.gov

**Virtual Introductions Details:**

Webinar attendees will receive a link to register following the event.
Interested companies must apply by August 12th, 2021
Matchmaking sessions will take place starting August 30th on a first-come, first-serve basis for up to 5 US companies.

**Matchmaking participation:**
Small companies $75
Medium companies $175
Large companies $225

The USCS is excited to announce that the **U.S. Environmental Technologies Trade Mission to Latin America** has been changed to a virtual setting, which creates new opportunities for participation, greater scheduling flexibility, and lower fees. The **Virtual Trade Mission will take place October 21 – 29, 2021.** Please see below for our updated schedule and new fee schedule.

The **registration deadline** has been extended to **August 6, 2021.** To apply (at no cost or obligation), click [HERE](https://www.trade.gov/us-environmental-technologies-trade-mission-latin-america) or visit our website for additional information and link for application:
Thursday, Oct. 21 – Friday, Oct. 22 – Quito, Ecuador Optional Spin-Off for Waste Management and Recycling Companies
- Country Briefing by the U.S. Embassy
- Business-to-Business and Business-to-Government Meetings

Monday, Oct. 25 – Friday, Oct. 29 – Mexico Environmental Technologies Summit
- Presentations by Solid Waste and Water Authorities in Mexico
- Country Briefing by the U.S. Embassy
- Networking between panelists and attendees of Summit (via My Business Matches platform)

Tuesday, Oct. 26 – Friday, Oct. 29 – Mexico City Trade Mission stop for all companies
- Virtual Business-to-Business and Business-to-Government Meetings for companies that select the “Full Program” option

Wednesday, Oct. 27 - Lima, Peru Optional Spin-Off for all companies
- Country Briefing by U.S. Embassy
- Participation at Virtual ExpoAgua y Sostenibilidad Trade Show
- Virtual Exhibit open through November 26
- Attendees have the opportunity to physically participate in the ExpoAgua show in the U.S. Pavilion (U.S. is host nation this year with U.S. companies receiving premiere billing). Please reach out to your local Trade Specialist and CS Peru for benefits, cost details, and additional information.

Ecuador (Solid Waste/Recycling Only)
- Cost for SMEs* $1,000
- Cost for Large Businesses* $2,700

Mexico (Full Program: Summit and B2B)
- Cost for SMEs* $855
- Cost for Large Businesses* $2,440

Mexico (Summit Only)
- $225/Person

Peru
- $700/Exhibitor
* Cost per company, no fee for additional participants per company

If you have any questions, please don’t hesitate to contact Elizabeth.Laxague@trade.gov, Ryan.Russell@trade.gov, or Allie.VanDriel@trade.gov

Export Documentation Summer Camp
The Northwest Commission invites you to join them for an 8-week summer training series on hand-picked export documentation topics in easy-to-digest 30-40 minute morning segments with Bob Imbriani of Team Worldwide.

Registrants will sign up for all 8 modules. All will be recorded and made available afterwards.

All events begin at 9:00 am.

June 22 | Proforma Invoice vs. Commercial Invoice
June 29 | Packing List, Dock Receipt and Certificate of Free Sale
July 6 | Shippers Letter of Instruction & ATA Carnets
July 13 | Understanding when Certificates of Origin or other certificates are required and proper completion of these documents
July 20 | Bills of Lading
July 27 | Proper Filing of EEI through ACE/AES & Recent Regulatory Changes
August 3 | Export Licenses
August 10 | Destination Control Statement

For more information and to register

Upcoming Trade Events

- MINExpo 2020 - Rescheduled - September 13-15, 2021 - Location: Las Vegas
- Bauma 2022 - Rescheduled - October 24-30, 2022 - Location: Munich, Germany
- Great Lakes Governors & Premiers’ Trade Mission to Brazil & Colombia
- U.S. Environmental Technologies Trade Mission to Latin America - Virtual - Oct 21-29, 2021 (See details above)

Did you miss our Winter Webinar Series?
No worries, view our recorded sessions!
Click on the topic of your choice below to be routed to the recording!

- Winter Webinar #1 - USMCA What Has Changed & What Do I Need To Do To Comply
- Winter Webinar #2 - Proper Filing of the EEI through ACE/AES & Recent Regulatory Changes
- Winter Webinar #3 - Classification Under The US Harmonized Tariff & Schedule B
- Winter Webinar #4 - Due-Diligence – Knowing Your Customer, the End Use, User & Destination
Didn't have a chance to attend Pennsylvania's Virtual Bringing the World to PA? You can attend the recorded version of the webinars to get informed of opportunities in various markets!
(click on the links below to register)
- Canada, Business Opportunities for PA Exporters
- Australia & New Zealand, Business Opportunities for PA Exporters
- India, Business Opportunities for PA Exporters
- India - The Do's and Don'ts of Contracting
- Middle East Region, Business Opportunities for PA Exporters
- Israel & Pennsylvania Security & Defense Cooperation
- Netherlands & Belgium, Business Opportunities for PA Exporters
- United Kingdom, Ireland & Scandinavia, Business Opportunities for PA Exporters
- Mexico, Business Opportunities for PA Exporters
- Southeast Asia, Business Opportunities for PA Exporters
- Southeast Asia Region, Opportunities in the Environment & Water Sector
- South Korea: Opportunities in Advanced Manufacturing
- Central & Eastern Europe, Business Opportunities for PA Exporters
- Germany, Italy, Austria & Switzerland, Business Opportunities for PA Exporters
- Canada - The Retail & E-Commerce Landscape

Reminder, It's that time of year to be aware of the Spotted Lanternfly! Let's all do our part to stop the spread!!!

Currently, the SLF is in egg form. As you are outside cleaning your yard, landscaping, hiking, moving your camper or boat or any outside activity this Spring, be on the look out for egg masses. Destroying egg masses is the first and foremost way to stop the spread of this pesky pest! Egg masses can be present from Sept - June.
As May/June approaches the SLF will begin the hatch/first instar nymph stage. This is the stage that comes right after they hatch. They will feed on the various plants that they tend to prefer, like the tree of heaven, willow, and maple depending on what is available. During this stage, they are black with white spots. If you see a SLF, collect the specimen in alcohol or hand sanitizer in a closed container, report it and destroy any that you find. For additional information on how to control your property visit Spotted Lanternfly Management
Two counties in our viewing area Blair and Huntingdon are included in the quarantine areas along with 24 other counties across the state. To view the quarantine map visit SLF Quarantine Map

The map below shows areas of quarantine and infestation. Before traveling from any of these areas, be sure to check your vehicles, campers, boats, or any other item you are moving to help stop this invasive bad bug! Look before you leave!!!
SAP&DC International Team Contact Information

Tina Taylor | International Trade Manager | ttaylor@sapdc.org | 814-949-6517

Joyce Hoffman | International Trade Specialist | jhoffman@sapdc.org | 814-949-6527

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