



# Export Newsflash

July 2010

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## Upcoming Events

Upcoming Center for Trade Development (CTD) Events!

[ForMobile Show](#)

Sao Paulo, Brazil  
July 27-30

[China Furniture Show](#)

(Catalog Show)  
Shanghai, China  
September 7-10

[Education Mission](#)

Vietnam, Singapore &  
Indonesia  
October 5-13

[Taiwan International Green](#)

Show  
Taiwan  
October 25-28

[MEDICA](#)

Dusseldorf, Germany  
November 17-20

[Pollutec 2010](#)

## Center for Trade Development Welcomes Two New ATR's

The Center for Trade Development (CTD) welcomes two new Authorized Trade Representatives (ATR's)!

[Dr. Linda von Delhaes-Guenther](#) - Germany, Italy, Switzerland, and Austria.

[Penny Ann Barr](#) - Bahrain, Kuwait, Oman, Qatar, United Arab Emirates, and Yemen.

For more information about exporting to any of these countries, email us at [export@seda-cog.org](mailto:export@seda-cog.org).

## 12th Annual Central Pennsylvania International Trade Conference

Save the Date!

The 12th Annual Central Pennsylvania International Trade Conference, Pennsylvania International Week (PIW) is scheduled for Tuesday, September 21 at Celebration Hall in State College.

Registration will soon be underway to meet one-on-one with 21 of our PA Authorized Trade Representatives.

## Customer Screening Solution

Can your company afford to pay \$120,000 in administrative penalties for selling to a denied party? Could your company survive with the complete loss of export privileges; how would that affect your bottom line? Customer screening can help to negate the risks, fines, and penalties associated with selling to a denied party. It is a vital component of export compliance and should be viewed as a best business practice for all potential transactions.

The SEDA-COG Export Development Program has also created a short online tutorial, highlighting important aspects of customer screening for exporters, including due diligence and recordkeeping requirements as outlined in the Export Administration Regulations (EAR).

[View the Customer Screening Solution Online](#)

France  
November 30-December 3

### Trade Trivia

What country was the first FIFA World Cup played in?

*Look in next month's newflash for the answer.*

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Last month's question...

The KORUS Free Trade Agreement (FTA) will be between the U.S. and what country?

Answer: Korea

Source: [Office of the U.S. Trade Representative](#)

### Two New Services Available!

The SEDA-COG Export Development Program is pleased to announce two new services:

#### [Customer Screening Solution](#)

When you are exporting, it is vital to verify the potential end-user. The Customer Screening Solution provides an easy to read compilation of any potential matches for a provided entity in report format.



#### [Center for Trade Compliance](#)

The SEDA-COG Center for Trade Compliance offers comprehensive export compliance

### [Tutorial.](#)

The Customer Screening Solution provides an easy to read compilation of any potential matches for a provided entity in report format. A fee of \$20 per entity screening will be billed to your company, regardless as to the outcome of the screening. The screening will take place within two business days of being received at SEDA-COG. Download [this form](#) and email it to [export@seda-cog.org](mailto:export@seda-cog.org) to submit your customer screening request.

### Electra Mining Show, South Africa - Catalog Option Available

The Saint Francis University Center for Global Competitiveness (CGC) is participating in the Electra Mining trade show in Johannesburg, South Africa, October 4-8, 2010.

[Electra Mining Africa](#) is driven by a powerful motivator: to be the ultimate meeting and market place for all stakeholders involved in the mining, construction, industrial and power generation industries. Since its inception more than 40 years ago, Electra Mining Africa has grown from its embryonic beginnings so dramatically that it has truly earned its place on the international calendar as the second largest mining show in the world and is recognized as a gateway into Africa for local and global investors. At the 2008 show, Electra Mining Africa broke records by attracting over 41,000 high quality visitors and over 650 local and international exhibitors.

The cost of the catalog show is \$250 per company. Participants are welcome to attend and share a booth with the CGC for the same price but will need to cover airfare, lodging, meals, and transportation costs. There is also booth space available if anyone is interested in obtaining their own booth at the show at the normal show rates.

The registration deadline is July 22, 2010.

### Clean Energy Expo Asia (CEEA)

[Clean Energy Expo Asia](#) (CEEA) is a unique trading and knowledge-sharing platform bringing together the leading players in the Technology, Services, Finance and Government sector to address key issues in the areas of renewable energy, energy efficiency and sustainable development in the Asia Pacific region.

CEEA will be held in Singapore from November 2-4, 2010.

This show is part of the annual [Singapore International Energy Week](#) (SIEW), a leading energy event that provides a platform for policymakers, business leaders and academics to exchange ideas, strategies and best practices that will help shape global and industry energy

consulting and assistance. All service requests are promptly performed by experienced and qualified trade experts through Team WorldWide. Support via the website, phone, email, and fax is free of charge.

For more information about either of these services, contact us at 570-524-4491 or by email at [export@seda-cog.org](mailto:export@seda-cog.org).

agendas.

In 2009, CEEA attracted over 3,500 clean energy professionals, more than 70 international exhibitors and 80 speakers from over 40 countries worldwide.

By participating and having a booth in the U.S. pavilion, your company will be able to:

- Generate new business deals through clean energy finance
- Market your projects to potential buyers from around the world
- Present your services, technology solutions and products to a tailored audience
- Learn about upcoming trends in rapidly developing clean energy markets in Asia Pacific
- Meet with project developers, technology and service providers and other key players in the Asian clean energy market
- Position your organization at the very heart of the Asia-Pacific clean energy market

For more information, [view the flier](#) or [contact us](#).

#### Pollutec 2010

The Pennsylvania Center for Trade Development (CTD) is offering space in the Pennsylvania Booth at Pollutec 2010. Pollutec 2010 will be held in Lyon, France from November 30 - December 3, 2010.

POLLUTEC is a leading trade show and conference for environment professionals from all over the globe and a premier venue for networking with potential customers, agents, distributors and joint venture partners. More than 2,000 exhibitors and 73,000 industry professionals from around the world attended last year's show.

This year, the United States is featured as the show's 'Technology Country of Honor.'

A full range of products and techniques for pollution prevention and treatment and, more generally, for the protection of the environment and the promotion of sustainable development, are on display at POLLUTEC:

- Pollution Treatment -- Air, noise, waste, water, sites and soils decontamination & remediation
- Resource Optimization -- Recycling, water re-use and savings, consumable and intake optimization
- Energy & Climate Change -- Energy saving, renewables and bio-energy, sustainable building, combating greenhouse gases
- Risk Prevention & Management -- Health and the environment, natural risks, industrial risks, hygiene safety
- Sustainable Development -- Bio-products

and eco-responsible buying, eco-design and clean technologies, environmental management.

For a complete profile, check out the official show website: [www.pollutec.com](http://www.pollutec.com).

There are two exhibition options: 1) full exhibition with display space in the PA Booth, and 2) catalogue presentation. Please [view the flier](#) for details and prices.

Deadline to register is September 3, 2010. Space in the PA Booth is very limited and will be filled in the order participation agreements and checks are received by CTD. For more information, [contact us](#).

### Pleased With the Services You've Received From Us?

Do you have a success story you'd like to share? Have we provided you with exceptional service?

Then send an [email](#) to let us know or contact your state legislators and let them know!

Contacting your state legislator and providing them with anecdotal evidence of the importance of our program is key in helping us to continue to receive funding.

To contact your state legislator:

Visit the [PA Senate Website](#), and punch in your zip code in the top right. It will bring up a list of the senators and representatives in your area. Click on their names to view their contact information.

For more information on any of the events or articles featured in the Export Newsflash, feel free to call, drop us an email, or visit our website.

570.524.4491

[export@seda-cog.org](mailto:export@seda-cog.org)

[www.seda-cog.org/export](http://www.seda-cog.org/export)