

## NORTH CAROLINA EXPORT NEWSLETTER

Brought to you by the NC Export Team:

U.S. Commercial Service: [www.buvusa.gov/northcarolina](http://www.buvusa.gov/northcarolina)

N.C. Department of Commerce: [www.nccommerce.com](http://www.nccommerce.com)

N.C. Department of Agriculture: [www.ncagr.com](http://www.ncagr.com)

The Small Business Administration: [www.sba.gov](http://www.sba.gov)

Small Business and Technology Development Center: [www.sbtcdc.org](http://www.sbtcdc.org)



### Trade News July - August 2010

#### **Carolinas Trade Mission to Canada, November 1- 5, 2010**

Carolina companies have an opportunity to take part in something special – the first, joint North Carolina – South Carolina Trade Mission to Toronto and Montreal.

Carolinas Trade Mission includes:

- Gold Key matching appointments with Canadian agents and distributors
- U.S. Commercial Service market briefings
- Tour of Canada Customs Niagara Falls facility
- Networking receptions
- Embassy-reduced hotel rates
- Interpreters if needed
- Logistical assistance for off-site meetings
- Advance mission promotion in Ontario and Quebec
- One-on-one export assistance counseling before, during and after the event

Registration for the event is \$1500. Please note space is limited with only a few spots remaining. For more information, please contact Sandra Edwards at [Sandra.edwards@mail.doc.gov](mailto:Sandra.edwards@mail.doc.gov) or visit <http://www.ncdec.us/canada-event.html>

#### **Export Training Videos Available for Viewing**

The North Carolina Department of Agriculture has put together some export training videos for U.S. companies interested in selling overseas. Presentations available for preview include the following topics: Quoting...Shipping. Getting Paid, IncoTerms, The Role of the Ocean Transportation Intermediary, Harmonized Code, Navigating the New China and Exporting to Canada. To view these videos, please visit:

<http://www.ncagr.gov/markets/international/video/ExportTrainingVideos/One-on-OneVideos.htm>

#### **Air Cargo Alert!**

Effective August 1, 2010, 100% of cargo flown on passenger aircraft (PAX) originating in the United States must be screened, per an act passed by Congress and signed into law by former President Bush. Beginning August 1, all PAX cargoes must now be screened at the piece level – which is the individual item within a shipment – before it can be loaded on an aircraft in the United States. For more information, visit: [www.tsa.gov/ccsp](http://www.tsa.gov/ccsp)

#### **How Can the Government Help Me Find Export Financing?**

The following are resources for export financing:

- Export financial assistance of less than \$750,000 is available from the Small Business Administration (SBA), including working capital guaranty programs, and direct loans. SBA has numerous state and local offices. For more information, please contact Dan Holt, International Finance Specialist for the Small Business Administration at [dan.holt@mail.doc.gov](mailto:dan.holt@mail.doc.gov) or 704-333-4886 ext. 226
- The Export-Import Bank of the United States (Ex-Im Bank), dealing with transactions greater than \$750,000, has programs which provide trade finance and assistance including insurance, working capital guaranty programs, and direct loans to foreign buyers. For more information on Ex-Im Bank Programs, call their export finance hotline at (800) 565-EXIM (3946)
- The Bankers Association for Finance and Trade (BAFT), a non-profit association of approximately 150 banks, matches exporters in need of trade financing with interested banks. BAFT can be contacted at (202) 663-7575

Source: North Carolina Department of Commerce, (<http://www.nccommerce.com> )

## *Upcoming International Events*

### **September 23, 2010: Navigating the New China**

The U.S. Commercial Service and Reed Exhibitions will host a half-day seminar focused on exporting to China. Topics will include the importance of developing an export strategy, easy access to China through trade shows, adapting to cultural differences, protecting your companies IPR, and local export success stories. **Time:** 8:30 am - 12:30 pm; **Location:** Harris Conference Center, Charlotte, NC. More details to come. **For More Information:** Contact Shannon Christenbury at [Shannon.christenbury@trade.gov](mailto:Shannon.christenbury@trade.gov) or 704.333.4886 ext. 225 or [Shannon.christenbury@trade.gov](mailto:Shannon.christenbury@trade.gov) or visit: <http://www.buyusa.gov/northcarolina/navigatingchina.html>

### **October 6, 2010: Export Ready “How To”**

The international marketplace can boost your sales significantly. If you are interested in learning how to improve your market share by selling overseas, this seminar is for you. We will cover what it is all about – the overall process, marketing, finding buyers, logistics, Incoterms, and the resources available to help you. **Time:** 9:00 am – 4:00 pm; **Location:** Wake Tech Western Campus, Cary, NC  
Class will be posted online on July 23<sup>rd</sup> and registration will begin at that time. You can register at <https://webadvisor.waketech.edu> Search can be done by the course number, enter course number: 59091  
Contact Ken Dillo at [kldillo@waketech.edu](mailto:kldillo@waketech.edu) for more info

### **October 17 – 22, 2010: ExporTech: High – Tech Ireland - EU Trade Mission**

The United States Department of Commerce, International Trade Administration, U.S. and Foreign Commercial Service will organize a trade mission to Ireland. **Location:** Galway and Dublin, Ireland; **For More Information:** <http://www.buyusa.gov/northcarolina/exportechireland.html>

### **December 16, 2010: Incoterms 2010 Seminar**

On January 1, 2011 the much heralded 2010 revision to Incoterms® will take effect. ICC 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, ICC Incoterms® have become the standard in international business rules setting.

To educate American business on the new rules, U.S. Council for International Business will offer a seminar entitled: ICC Incoterms® 2010 for Americans® on December 16 at Central Piedmont Community College’s Harris Campus in Charlotte. This seminar is accredited by ICC and will be taught by Frank J. Reynolds, and expert on Incoterms® and a member of ICC’s Incoterms® 2010 drafting commission. To view the schedule and register online, please visit

### **March 6-12, 2011; Doing Business in the International Marketplace on location in Mexico**

<http://smallbusinesscenter.waketech.com>

### **Futurallia 2011 International Business Forum in Kansas City, Mo.**

[www.futuralliaKC2011.com](http://www.futuralliaKC2011.com)