



Linking Austin with Communities  
and Businesses Around the World



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The [City of Austin International Economic Development Program](#) is the City's focal point for international business, trade, educational and cultural activities.

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## APRIL 2012

SXSW may be behind us, but it's still full steam ahead with international activities here at the City of Austin. At the end of March, we welcomed the Deputy Consul General and Honorary Consul General of the Netherlands and a business delegation from Shenzhen, China to City Hall. In the next few weeks, we are looking forward to a visit from a Saltillo, Mexico Sister Cities delegation. May will bring [World Trade Month](#), celebrated here in Austin with the [Texas-EU Summit](#) and the [2nd Annual Austin International Awards](#), both on May 3rd. We hope to see you there! The international team will also be at McCallum High School on May 12th, hosting the Careers in a Changing World workshop which focuses on international career opportunities. If you know of a school that might be interested in having this workshop for their students in the fall, [let us know](#).



Mayor Lee Leffingwell at the 2011 Austin International Awards

In this edition of the newsletter, we profile the [Austin International School](#), talk to Austin-based company [PetRelocation.com](#) about their international operations, and tell you about the exchanges coordinated by our Sister City of [Antalya, Turkey](#).

We want to hear from you! If you are a non-profit or government entity and have an upcoming international event or activity that you would like us to mention in the newsletter, please email [Natalie Betts](#). Please submit events by the **10th of the month**. Also [let us know](#) if you would like to be featured in a business or non-profit profile, and send us your feedback on our newsletter content.

### Thinking Local, Going Global: Austin Business Profile of the Month

This month we are featuring a new type of international business located here in Austin. Instead of selling products around the world, PetRelocation.com sends your pet around the world! This local business helps people safely move their pets when they relocate, and 70% of their moves are international. Caitlin Moore answered our questions about the challenges and benefits of running a global business. Read on to find out why international operations are so important to their success, and keep up to date on this fast-growing business on their [Facebook](#) page or by following them on [Twitter](#).

### [PetRelocation.com](#)

Tell us about your company and its international reach:

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Founded by husband and wife Kevin and Angie O'Brien in 2004, Austin-based PetRelocation.com arranges full service, door-to-door pet relocations by handling pick-up, delivery, export documentation, flight booking, customs clearance, and more for pet owners traveling around the world. About 70% of our pet moves are international.

### **What obstacles did you face to doing business in international markets, and how did you overcome them?**

Moving pets internationally requires being familiar with and respectful of the cultural differences found in various countries. It can be a challenge to locate pet-friendly agents in every destination, but over the years our specialists have worked to build a large body of knowledge and have made many good connections. With this foundation, we are able to manage successful international pet moves while also striving to help to prepare our customers for what kind of pet culture they'll find in their new home.

We've also found that it's important to pay close attention to international import requirements to make sure we're informed and up-to-date, as these regulations are constantly changing and have numerous variables. Also, government and airline websites often contain inaccurate details, so it usually requires some extra effort on our part to track down the "real" answers for our customers.

### **How has expanding to international markets benefited PetRelocation.com?**

Doing business internationally means we're not as dependent on the success of the local or national economy; instead of being limited to people just moving to or from Austin, we have a global customer base. By thinking big and making ourselves comfortable in international territory, we have found success on a larger scale.

### **What tips do you have for other local businesses thinking about expanding their business globally?**

It's easy to feel intimidated when venturing out of your local comfort zone, but when you view the process as a business opportunity, the unknowns can actually become very valuable. After building up real-life experience doing something not many other businesses do (and proving you do it well), you stand apart from the crowd and can become a trusted and preferred choice for customers in need of your particular service.

### **What's next for PetRelocation.com?**

With a continually improving economy and as companies once again open new offices and begin to expand, the relocation market is poised to keep growing as well. Our focus over the next year will be on building our sales and customer service departments, and our overall growth plan includes hiring at least ten new sales and customer service employees within the first half of this year. We're also looking for people to help build our other departments -- specifically human resources and business development. Additionally, PetRelocation.com is exploring the idea of developing regional offices in order to broaden our service offering in high-demand markets.

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## **Non-Profit Profile of the Month: Austin International School**

The Austin International School (AIN) has been providing Austin elementary students with a globally-minded education for the past 11 years. Suzanne Krause, AIN's marketing and development officer, answered our questions about the school, its activities, and its involvement in our community.

### **Tell us a little bit about your organization's history - how did you get started?**

The school opened up as Lycee Francais d'Austin in 2001 after local community and business leaders, including French corporation Schlumberger (now Gemalto), which was doing business in Austin, realized that Austin

[An Evening with the Consular Corps](#)

[Legal Aspects of International Trade](#)

[Taking Advantage of NAFTA](#)

[Smart Grid Technology Virtual Trade Mission to the Czech Republic](#)

[Introduction to Exports](#)

[Culture, History, and Business Opportunities in Poland](#)

[Export Documentation](#)

[USArtists International Accepting Grant Applications](#)

[Baylor University i5 Program Seeking Project Sponsors](#)

[Cultural Exchange Fund Accepting Applications](#)

[International Trade Loans Available from the US SBA](#)

[U.S. Government Launches BusinessUSA Website](#)

[German Consul General Mobile Office Hours](#)



## Cultural Events

### Every Wednesday Morning

Coffee Mornings for International Spouses  
10:00 am- Noon  
University Presbyterian Church Fellowship Hall

Every Wednesday morning, GlobalAustin hosts gatherings to provide support, friendship and resources to those living in Austin because their spouses are here as students, scholars or professionals. Americans interested in meeting these visitors to Austin are also welcome.

[Learn more](#)

### April 13

Disaster and Normality after March 11, 2011  
6:00-8:00 pm  
Free  
UT Austin Avaya Auditorium  
ACE 2.302

needed a school to accommodate the influx of families being relocated to Austin from overseas. There was also a strong interest from the local community to access the highly regarded French curriculum and dual-language program that the Lycee Francais offered. These earliest parents saw the need for a globally-minded education for their children which provided the tools for their future success in an interconnected world. The opening class had a handful of children and went up to grade four. We now have more than 160 students attending up through fifth grade, with plans for an expansion into middle school within two to three years.

The name of the school changed to Austin International School in 2004 to better reflect our position not as a French school in Austin but as a community of educators from all parts of the French, Spanish and English speaking world, educating students whose families come from close to 30 countries and speak more than 16 languages at home.

Because of this amazing growth and strong community interest we are relocating in June of this year to a beautiful new campus of 27,000 sq. ft. and plenty of outdoor and recreational space. The school is soon to be located at 4001 Adelphi Lane, just off of MoPac at Parmer Lane.

### Describe some of the organization's upcoming events or activities:

Our next big event is the New Perspectives Golf Tournament at Falconhead Golf Club on Thursday, May 3. This event is open to everyone and we invite anyone from amateur to experienced to form a team and join us for the morning on the beautiful 18-hole course. Not only is this a fundraiser for the new outdoor spaces and playground at our new campus (we move in June) but it is a great way to meet with business clients, make new contacts or spend time with family members. All the details are available on our [website](#).

Every year we hold a fun language immersion summer camp. Camp is open to any child who is from 3 to 12 years old, whether or not they are a full-time AIS student. This year's camp runs from June 11 through July 20. The goal of our camp is to expose children to French, Spanish and English languages and the cultures, natural resources and people from the countries where these languages are spoken. We do this in a dynamic, engaging and welcoming environment at an age when kids can still easily absorb the new languages.

### What have you learned about the international community in Austin in your work with Austin International School?

Between our students, faculty and staff our school has close to 200 families, the majority of whom have an American parent, and the rest of whom come from about 30 countries. We see first-hand how readily international families acclimate to the Austin lifestyle and how welcoming the native Texans are to our international families. Students in particular are always eager to explore Texas by visiting local farms and parks such as McKinney Roughs or Big Bend, or by inviting guests from local institutions into the classroom.

Austin is making progress in attracting more and more international business and cultural opportunities, which is exciting for the school. The University of Texas is a valuable resource for the international community, as an employer of many of our parents (both American and international) and as a partner for developing and diversifying this community. One significant recent development is the newly formed sister city partnership with [Angers, France](#), a city similar in size and feel to Austin also with strong universities at the center. We have had an exchange trip for our older students in place for three years, which includes projects the students do with French classmates via Skype and email throughout the school year which culminates in a trip to France or hosting the French students in Austin. This year the fifth graders will have an even better experience in Angers with this formal partnership. As it deepens our students will have new friends in France but as importantly expose Angers students to Austin.

We are very glad that the city is actively working to make Austin continuously more attractive to international people and business to visit, work or relocate here. Globalization is the current reality and we think our school is a resource that helps Austin meet its goals.

### What are the opportunities for getting involved with Austin International School?

Professor Theodore C. Bestor will give a talk about the Japanese earthquake and tsunami that hit Japan in March of last year. Bestor is as a specialist on contemporary Japanese society and culture, focusing much of his research on Tokyo. He has written widely on urban culture and history, markets and economic organization, food culture, the fishing industry, and popular culture.

[Learn more](#)

#### April 13

A Tribute to Sor Juana Ines de la Cruz  
3:00 pm  
Free  
Mexican American Cultural Center

Sor Juana Ines de la Cruz was a 17th century Mexican nun, celebrated playwright, mathematician, and poet during the Baroque period, when women were restricted from education. This tribute will feature a film screening of *Yo, La Peor de Todas* at 3:00 pm and a panel discussion on the lasting legacies of Sor Juana at 5:30 pm.

[Learn more](#)

#### April 14

South Asian New Year Festival: Pohela Boishakh  
12:00-9:00 pm  
Free  
Zilker Hillside Theater

This celebration will feature a traditional open air non-stop cultural program with performers from India, Bangladesh, Pakistan, Sri Lanka, Nepal, China, and more. You'll also get to experience authentic South Asian cuisine, ethnic dresses, henna, and kid's entertainment.

[Learn more](#)

#### April 21

Cambodian New Year Celebration  
6:00 pm  
\$50 adults, \$30 children  
Sea Dragon Restaurant

Celebrate the Cambodian New Year with a dinner banquet and celebration. This celebration will feature Cambodian Musicians

We encourage anyone interested in getting involved with the school to pay attention to [our school calendar](#). Several of our events are open to the public and occur each year. This year we held an art gala fundraiser (March) and an International Book Fair with children's story time, book sales and adult author panel (December), which is a great opportunity to buy quality children's books in French, Spanish and English. Next month is our New Perspectives Golf Tournament, to which everyone is invited. We are also leading the cleanup and beautification of the park in our new neighborhood, Balcones District Park, for the KAB Annual Clean Sweep on April 14. As the school continues to grow we hope to expand our volunteer opportunities and host more community events such as concerts and lecture series.

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## Sister City Spotlight: Antalya, Turkey

[Antalya, Turkey](#) and Austin have been Sister Cities since 2009. Official exchanges between Antalya and the City of Austin began in 2006 when Former Mayor Will Wynn led a delegation to the city and signed letter of intent alongside Former Antalya Mayor Menderes Türel. The Antalya Sister City partnership focused on fostering intercultural and interfaith dialogue.

Antalya, the capital of its province, stretches along the rocky coastline of Antalya Bay. The economy is fueled by agriculture, tourism, and light industrial production. Antalya also specializes in building luxury yachts for customers all over the world. The city's free trade zone has the fourth greatest employment in the country. Antalya has historically been home to polytheists, Jews, Christians, and Muslims, and thus has a tradition of peaceful coexistence among faiths.

The Austin-Antalya Sister Cities Committee frequently partners with local organizations the [Raindrop Turkish House](#) and the [Institute for Interfaith Dialog](#) (IID). With the IID, they have lead trips to Turkey and continue the relationships built on those trips by hosting regular reunions for the travelers. In 2009, an Austin delegation traveled to Antalya to open the "Texas-Antalya Friendship Commemorative Forest" with raised in Texas to aid Antalya after the largest forest fire in recent history.

Every year, the committee and local partners host a Noah's Pudding Day – a celebration of Turkish cuisine and the annual Mediterranean tradition of preparing and sharing the elaborate Noah's Pudding dessert. The committee is also engaged in educational activities through their promotion of Turkish classes at Austin Community College and by hosting lectures such as last year's seminar on free speech and religious liberty in Turkey with author James Harrington.

The Austin-Antalya Sister Cities Committee is always interested in welcoming new members who are interested in volunteering their time to facilitate exchange between the two cities. For more information, contact the committee chair [Dr. Guner Arslan](#).

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## Featured International News Story: [Obama Hosts Calderon, Harper to Boost N. American Economy](#) *Bloomberg News*

In early April, Prime Minister Stephen Harper of Canada and President Felipe Calderon of Mexico joined President Obama in a White House summit on North American trade. At a joint press conference, the leaders announced a new effort to eliminate or simply regulations that are hampering trade among the three countries. They also pledge to work together to reduce border violence and crime. Trade among the NAFTA nations exceeded \$1 trillion in 2011.

If your business is interested in trade with Canada or Mexico, there are several upcoming events that can help get you started. Our International Trade Education Series has two beginning trade classes coming up: [Introduction to Imports](#) and [Introduction to Exports](#). You can also check out the U.S. Department of Commerce webinars on [Taking Advantage of NAFTA](#) and [biotech exports to Canada](#).

including the live band "TaTaTa" and singer "Chhom Nimol." Join the celebration! [RSVP](#) by April 6

**April 28**

14th Annual Dragon Boat Races and Festival  
10:00 am - 3:00 pm  
Free  
Festival Beach

The Dragon Boat Festival has been an ongoing annual event in Austin since 1999. This year's event is special as this is the Chinese Year of the Water Dragon! This event will feature dragon boat races, taiko drums, Japanese, Chinese and Hawaiian dances, martial arts demonstrations, games and Asian foods, demonstrations by Austin-Travis County EMS and Fire and APD, a moon walk, and face painting. Registration for the Dragon boat races is open to everyone. This year's races will have teams from HEB, Samsung and the Travis County Sheriff's Department, just to name a few. To join a team as an individual please contact the [Austin Coolers Dragon Boat Team](#).

**April 28**

International Concert Series:  
Yamandú Costa  
8:00 pm  
\$25-50  
Northwest Hills United Methodist Church

The Austin Classical Guitar Society presents this concert by Yamandú Costa of Brazil. ACGS joined with several of the largest classical guitar organizations in America to put together his first U.S. tour. With grace, groove and Brazilian cool, Mr. Costa will play more notes than any of us can possibly imagine in one concert.

[Learn more](#)

**May 2**

Paco de Lucia  
8:00 pm  
\$35-120  
River Bend Centre

One of the greatest living guitarists and one of the great heroes of modern flamenco, Paco de Lucía is credited with creating a

## Workshops, Classes, and Networking Events

**April 12**

From Initial Name Clearance to Owning a Global Brand: Establishing and Growing a Strong Trademark Position  
11:30 am- 1:00 pm  
Free (includes lunch)  
IC2 Institute (2815 San Gabriel Avenue)

Join the global intellectual property law firm of HULSEY, P.C. at this Lunch & Learn Business Briefing. Speakers will discuss the recent trademark decisions and disputes may affect and challenge your entrepreneurial business, key pointers for marketing global brands in an entrepreneurial marketplace, the U.S. Patent and Trademark Office's new educational outreach program, and how to participate in the 2012 National Trademark Expo. Speakers include: William N. Hulsey III, Esq., Principal, HULSEY, P.C. & Fellow, IC2 Institute Professor Linda Golden, Marlene and Morton Meyerson Centennial Professor in Business, McCombs School of Business & Endowed Fellow, IC2 Institute, and Craig Morris, Esq., Managing Attorney, United States Patent & Trademark Office, USPTO Trademark Outreach Program. You can join this briefing in person or via webinar.

[Learn more](#)

[Register for lunch](#)

[Register for webinar](#)

**April 12**

Getting Connected: 5th Annual Small Business Resource Fair  
3:00-7:00 pm  
Free (including free parking)  
Palmer Events Center

The City of Austin's Small Business Development Program's 5th annual Getting Connected fair gathers dozens of local organizations that help business owners succeed. This is a rare opportunity to meet, network, and learn from these organizations all under one roof. The International Economic Development Program will have a booth at the fair--stop by and say hello! There will also be free classes offered throughout the afternoon:

3:15 - 4:25 pm

BizAid Orientation: Information About Austin Business Resources [Register](#)

4:30 - 5:30 pm

Putting Creative Projects in the Profit Margin  
[Register](#)

5:45 - 6:45 pm

BizAid Orientation: Information About Austin Business Resources  
[Register](#)

**April 12**

Benefits of the Free Trade Agreement with Korea  
3:00-4:00 pm Central Time  
\$15  
Webinar

After the U.S.- Korea Free Trade Agreement goes into force, over 95% of bilateral trade in consumer and industrial products will become duty free within five years, and most remaining tariffs will be eliminated within 10 years. In this webinar, Senior Commercial Officer Jim Sullivan will discuss market opportunities and explain how to take advantage of the recent free trade agreement with Korea. You will learn about the free trade agreement opportunities from an international trade and customs law firm perspective and from that of a freight forwarder with experience doing business in the region. You will also learn how to finance your exports with the help of our speaker from the Export-Import Bank of the United States.

[Learn more](#)

[Register](#)

**April 13**

A Tale of Two Countries: Mexico and the Mexican Economy  
7:30 - 9:00 am



fusion style flamenco influenced by jazz stretching and embellishing flamenco's strict structure but remaining faithful to the soul of its roots. Presented by One World Theater.

[Learn more](#)

**May 4**

Spanish Masters Artist Reception  
6:00-9:00 pm  
Free  
Russian Collection Fine Art Gallery

This reception will celebrate the opening of the Spanish Masters exhibit at the Russel Collection, which runs from May 3-31. Artists Ramon Vilanova and Joseph Domènech will be in attendance.

[Learn more](#)

**May 4-6**

Cinco de Mayo- Battle of Puebla  
Camp Mabry and Holiday Inn at Lady Bird Lake

This full weekend celebration of Cinco de Mayo includes a reception, dinner dance, seminars, brunch, and battle reenactments. Click below to see the full schedule and ticket prices for each event.

[Learn more](#)

**May 6**

Gala de Museo Arte y Glamour  
6:00 pm  
\$250  
Four Seasons

Gala del Museo is an elegant event that benefits the Mexic-Arte Museum's exhibition and education programs. This year the Museum will recognize outstanding contributions in the Latino visual arts by honoring individuals who have made significant contributions to the visual arts and culture. Former President of Mexico Vicente Fox will be present.

[Learn more](#)

**May 8**

Polish Movie Night: The Bench / Laweczka  
7:00 pm  
Free  
Austin Public Library Howson Branch

Grossman International Center-UIW  
San Antonio, TX

Economist Jorge Gonzalez will speak at this Latin American and Caribbean Forum monthly breakfast hosted by the Free Trade Alliance. At 8:00 am there will be a celebratory toast for the CCN Mexico Report's 100th edition.

[Learn more](#)

[RSVP](#)

**April 18**

Texas-Asia Business Series  
7:30 - 9:00 am  
\$15/\$20 (includes breakfast)  
Quarry Golf Club  
San Antonio, TX

Covering the most up-to-date topics in Asia, the Texas – Asia Business Series will provide you with the latest industry and market information presented by experts who have one result in mind - growing your business. The Texas – Asia Business Series consists of a series of monthly breakfast meetings held on the third Wednesday of every month. Each meeting will be packed with information and resources that provide a take-away value for your global enterprise, all while you enjoy coffee and breakfast. In April, Ed Novess, the president of Ports2Ports, LLC., will speak on "LED Technology: Opportunities and Roadblocks."

[Learn more](#)

**April 18**

International Commerce Luncheon  
11:30 am- 1:00 pm  
Aldino at the Vineyard  
San Antonio, TX

Citibank San Antonio and the Free Trade Alliance present this international commerce luncheon with keynote speeches by Nick Racz, Citibank International Trade and Finance, and Orest Temnycky, Citibank Foreign Exchange Group. The speakers will discuss methods of International Trade, Letters of Credit, EXIM Banking, Foreign Exchange, and World Markets, followed by a Q & A session. Limited availability. Please RSVP by April 13.

[RSVP](#)

**April 24**

Introduction to Imports  
9:00 - 11:30 am  
\$35 (includes refreshments and parking)  
201 East Second Street

This International Trade Education Series session will focus on how to import your goods into the United States. Topics include selecting qualified suppliers, transportation, logistics and much more. Featured speakers: Doug Smith, Assistant Director of the International Trade Center at UTSA.

[Learn more and register](#)

**April 24**

How to Internationalize Your Distribution Channels  
10:00 am Central Time  
\$40  
Webinar

From new markets and new laws to new partners and new customs, expanding your business overseas can be a daunting task. Understanding how to create customized international distribution agreements can help you grow your international business and protect yourself from the myriad risks. This presentation will present the various options available to US companies who are interested in overseas growth using distribution agreements. Specifically our expert presenters will cover utilizing the U.S. Commercial Service to explore new markets and expand your overseas presence, tailoring distribution agreements to particular jurisdictions by taking into account applicable foreign law, and key terms for your international distribution agreement. You will also learn to understand foreign competition laws and regulations that may affect your international distribution agreement, avoid violations of the Third Party provisions of the Foreign

Based on the play by Aleksander Gelman, the movie shows the inner fights between the need for love and the worry about the responsibilities it brings, between the need for closeness and the lack of understanding, the fight between the want to settle and the of being loved and adored. In Polish with English subtitles.

[Learn more](#)



## Conferences

### April 16

U.S. Dep't of Commerce  
Global Matchmaking and Int'l  
Reception at NAB  
6:00-8:00 pm  
\$350  
Las Vegas Convention Center  
Las Vegas, NV

The U.S. Dep't of Commerce and NAB have teamed up to provide NAB exhibitors and attendees an opportunity to exhibit at the [2012 NAB Show](#) (April 14-19) during the international reception.

This is an opportunity to showcase your products and services to potential international partners and buyers.

[Learn more](#)  
[Register](#)

### April 21-25

Industrial Asset Management  
Council Spring Professional  
Forum  
\$695-\$795: members  
\$995-1,495: non-members  
Hyatt Regency Lost Pines

A very uncertain global economy sets the tone for short- and long-term business sector leadership and planning. What does this mean to corporate real estate, economic development and service professionals who represent industrial and manufacturing sectors? This forum will address a variety of factors that are critical to planning and leading effectively during a rapidly changing global economy.

[Learn more](#)  
[Register](#)

Corrupt Trade Practice Act when working with foreign agents and distributors, and establish your brand & sales channel opportunities. Featured speakers will be Pat Meeker, Senior Director of Global Sales at The Roho Group; Marcia Swihart Orgill, Attorney with Danna McKittrick; and Cory Simek, Director U.S. Commercial Service in St. Louis.

[Learn more](#)

[Register](#)

### April 26

How to Have your Medical Devices Licensed and Authorized by Health Canada  
1:00-3:30 pm Central Time  
\$75  
Webinar

Medical device regulations in Canada apply to the manufacturing, sale and advertising for sale of medical devices and their importation. These regulations also apply to in vitro diagnostic products. All medical devices in

Canada must be deemed safe and effective, including software accompanying any medical device. This webinar is for U.S. companies who are interested in learning how to have medical devices licensed and authorized by Health Canada.

[Learn more](#)

[Register](#)

### April 28

Doing Business in Poland  
9:00 am - 5:00 pm  
McCombs School of Business, Legacy Events Room, CBA 3.202  
\$800 (\$750 tax deductible)

The UT Austin Center for Russian, East European, and Eurasian Studies presents full-day seminar of presentations covering the contemporary Polish political and business environment; Polish language, culture, and history; and

Polish resources and energy issues, including shale gas prospects and concerns. A diverse group of qualified specialists will provide an interactive environment to small groups of 25-40. Featured speakers include: Dr. Tadeusz Patzek, Chair of Petroleum Engineering at UT, Eugene Chausovsky, Eurasia Analyst, STRATFOR, and Dr. Aviezer Tucker, Political Scientist and East-Central European Specialist at UT. All prospects will be used to support Polish Studies at UT Austin. Registration includes parking, refreshments, lunch, and all materials.

[Learn more](#)

### May 2

A Basic Guide to Exporting: Duty Drawbacks  
1:00-2:00 pm Central  
\$15  
Webinar

Duty Drawback is the refund, reduction or waiver of customs duties assessed or collected when an article or materials are imported and used to manufacture goods for export. This webinar will review when imports qualify, and how to apply. Learn when imports qualify for duty drawback, how to pursue, and tips from an experienced import agent. Understand and distinguish between Manufacturing Drawback, Rejected Merchandise Drawback, Unused Merchandise Drawback, NAFTA Drawback.

[Learn more and register](#)

### May 3

The Texas EU Summit  
8:00 am- 3:30 pm  
\$35  
AT&T Executive Education and Conference Center  
Registration deadline: April 25th

The 2012 Texas EU Summit will provide small businesses, policy makers, and economic development professionals with an overview of how to target trade and expansion business opportunities in Europe. Texas is the 2nd largest exporting state to the EU. The summit will focus on promoting and building the international trade capacity of Texas-based small businesses and economic development organizations, while creating greater awareness of the benefits of exporting. If you are interested in learning more about and/or expanding into European markets, this is an event you cannot afford to miss.

**April 24**

Evolving Dynamics of Security in Africa  
8:00 am-5:00 pm  
Free  
Bass Lecture Hall  
LBJ School of Public Affairs  
University of Texas at Austin

The Robert S. Strauss Center for International Security and Law, the U.S. Africa Command, the U.S. Army War College Senior Service College Fellowship Program, and the University of Texas College of Liberal Arts will host a full-day conference examining the evolving dynamics of security in Africa. The conference brings together policymakers, practitioners, military personnel, and scholars to share the latest research and policy options on issues impacting African and global security. Adv. registration required.

[Learn more](#)  
[Register](#)

**April 24-25**

ACCESS 2012: International Trade Forum  
\$425  
Thunderbird School of Management  
Glendale, AZ

Learn about trends and development opportunities in Africa, the Middle East, and South Asia regions at this U.S. Dep't of Commerce two-day business forum.

Meet with Commercial Officers from 20 countries from these regions. Concurrent sessions covering country and industry specific information and opportunities.

[Learn more](#)  
[Register](#)

**April 25**

Export University: Export 101  
8:30 am-4:30 pm  
\$145  
Mary Kay, Inc.  
Dallas, TX

Take the mystery out of exporting and start increasing your profits. This training course is conducted by N. Texas District Export Council members who combined have over 110 years of practical experience

[Learn more](#)  
[Register](#)

**May 3**

The 2nd Annual Austin International Awards:  
An Evening with the Consular Corps  
6:30 - 10:00 pm  
\$95 Chamber members, \$115 non-members,  
\$1500 Corporate table of 10  
Four Seasons Hotel

The Austin Chamber of Commerce, GlobalAustin, the City of Austin and the State of Texas invite you to attend the Second Annual Austin International Awards: An Evening with the Texas Consular Corps. State and local officials, business leaders, educational institutions will all come together to recognize the members of the Consular Corps and their countries. This event will highlight and promote the importance of international trade to the Austin metropolitan area economy. The International Awards will highlight Austin international activities during World Trade Month – an annual nationwide celebration of international trade. This is a black tie event.

[Learn more](#)

**May 9**

Legal Aspects of International Trade  
11:00 am Central Time  
\$35  
Webinar

Learn about the various legal issues your company should be aware of when doing business overseas as presented by Attorney and District Export Council member Frank Schuchat. Frank has practiced international law for 30 years. He will touch on export regulations, export licensing and intellectual property protection.

[Learn more](#)  
[Register](#)

**May 16**

Taking Advantage of NAFTA  
1:00-2:00 pm Central Time  
\$15  
Webinar

In this U.S. Department of Commerce webinar, participants will learn to qualify their U.S.-manufactured products to obtain the benefits under the North American Free Trade Agreement (NAFTA) and how to comply with record-keeping responsibilities. Understand the benefits of NAFTA for your company and products. Learn how to determine whether a product qualifies for NAFTA benefits. Learn how to document that a product qualifies for NAFTA benefits.

[Learn more and register](#)

**May 22**

Smart Grid Technology Virtual Trade Mission to the Czech Republic  
Details TBA

The Czech Republic is committed to increasing the amount of power from renewable resources to 13% by 2020. The growing input of electricity from renewable resources (mostly solar) is set to challenge the existing grid and become an increasing challenge. The evolution of the electricity grid is the key challenge for Czech's electricity networks, which must strive to achieve networks that can support the goal of a resilient, sustainable, and competitive energy market that delivers real benefits to consumers. Using web-based technology, this half day mission will include an embassy briefing and one-on-one appointments with potential partners and end-users across the Czech Republic. As this mission will be conducted "virtually", participants in both countries will not be required to travel and will be able to log-on from their home or office computer.

[Learn more](#)  
[Pre-register](#)

**May 23**

Introduction to Exports  
9:00 - 11:30 am



in exporting. In a one day session you can acquire the hands-on training and tools regarding the fundamentals of exporting you need to become a cost-effective exporter.  
[Learn more](#)

#### April 26

2012 North American Workforce Symposium for Advanced Manufacturing and Logistics  
7:30 am- 7:30 pm  
\$159- NASCO member, educator, gov't employee  
\$179- Private sector  
The Speedway Club at Texas Motor Speedway  
Fort Worth, TX

At the 2012 North American Workforce Symposium, find out how to ensure a vibrant supply of trained & certified personnel for the manufacturing, supply chain, and logistics industries. Learn how a skilled logistics workforce plays an essential part in regional business growth and attracts investment to U.S. communities. Discover how to increase training and certification programs in your local community and the importance of partnerships.  
[Learn more and register](#)

#### May 13-16

ALACAT 2012  
\$675 members, \$775 non-members  
Marriott Rivercenter Hotel  
San Antonio, TX

The XXIX Congress and Expo of the Federation of Freight Forwarders, Logistics Operators and Cargo Agents of Latin America and the Caribbean (ALACAT) is a forum for supply chain professionals involved in global trade with a focus on Latin America. The event includes presentations by industry speakers, interactive discussions and networking with industry professionals.  
[Learn more](#)  
[Register](#)

#### May 27- June 1

NAFSA: Association of International Educators Annual Conference & Expo  
\$499/\$750 before 04/13  
\$589/\$880  
George R. Brown Convention Center

\$35 (includes parking and refreshments)  
201 East Second Street

This International Trade Education Series session will take the unknowns out of exporting products out of the United States. We will help you discover whether your company is export ready. Topics include resources available to help you go global, identifying the advantages of exporting your products or services abroad, and steps for exporting with much more. Featured speaker: Doug Smith, Assistant Director of the International Trade Center at UTSA.  
[Learn more and register](#)

#### May 23

Culture, History, and Business Opportunities in Poland  
6:00-9:30 pm  
\$1,000 per table of 8  
Petroleum Club of Houston (800 Bell, 43rd Floor)  
Houston, TX

Consulate General of the Republic of Poland Ambassador Joanna Kozinska-Frybes and Professor Norman Davies, with the University of Texas at Austin Department of Petroleum and Geosystems Engineering and the Austin Polish Society present this benefit dinner for Polish Studies at UT-Austin. In addition to the Consul General and Professor Davis, speakers will include Dr. Tadeusz Patzek, Chairman and professor of the Department of Petroleum and Geosystems Engineering at UT-Austin, and a representative from the economic section of the Polish Embassy in Washington DC.  
[Learn more](#)

#### June 13

Export Documentation  
9:00 - 11:30 am  
\$35 (includes parking and refreshments)  
201 East Second Street

This International Trade Series session will help you to ensure that your exported products arrive at their destination. Topics include addressing export documentation; basic nine documents; quotations; pro-forma invoice; commercial invoice; packing list; EEI/AES; certificates of origin (when needed)/NAFTA; insurance certificates; bills of lading/airway bills; pre-inspection certificates and more. Featured speaker: Shawn Levsen, UPS.  
[Learn more and register](#)

## News and Announcements

The Mid Atlantic Arts Foundation is accepting applications for **USArtists International** Program. This program provides grants to American dance, theater, and music ensembles or solo performers who have been invited or selected to **perform abroad**. The next round of applications is due on **April 20th**. [Learn more here](#).

If your high technology company already has a physical presence in China and you want to increase sales in that market, then consider enlisting the assistance of **Baylor University's i5 Project** team. Baylor University teams have increased sales for companies ranging from a Fortune 300 business, to a 3-D visualization technology start-up firm. If you are interested in this opportunity, contact [Greg Leman](#) ASAP.

The U.S. Government has launched [BusinessUSA](#), a new website to act as a **one-stop platform for small businesses and exporters** seeking information from the federal government. The site is still in **beta** form, so you can provide your feedback and ideas on how to improve it.

The **Cultural Exchange Fund**, an initiative of the Association of Performing Arts Presenters, is a **travel subsidy program** that assists U.S.-based presenters in building partnerships with **international touring artists**, companies, and their collaborators. Travel to the Middle East, Asia, Latin America, and Africa is strongly encouraged. The remaining application deadlines for 2012 are **May 1st** and **November 16th**. Learn more and apply [here](#).

Are you a **small business considering on-shoring** to strengthen exports

Houston, TX

NAFSA is the largest international education and exchange organization in the world with over 10,000 members worldwide. NAFSA's annual conference brings together more than 8,000 professionals in the field of international education.

[Learn more](#)  
[Register](#)



## Trade Missions

### May 12-20

China Business Development and Trade Mission  
Application Deadline-April 14  
\$1,500 WTCA members,  
\$1,800 non-members  
Visa service: additional \$200  
Round Trip Airline Ticket  
Sponsored by ACIA

World Trade Center Atlanta (WTCA) and America China Investment Association (ACIA) are organizing a business development delegation to the World Trade Centers in Beijing, Changzhou, Jiaxing and Jinan for business development and business match-making to member companies of those four centers in China.

[Invitation letter](#)  
[Application form](#)  
[Learn more](#)

### June 3-10

Turkey World Trade Bridge and Tourism Trip  
Istanbul, Turkey  
\$3,000

The Texas-Turkish Chamber of Commerce is organizing a trip to Turkey to coincide with the TUSKON World Trade Bridge Summit 2012.

TWTB 2012 is an international business summit that will cover the Construction, Construction Materials, Furniture and Home Textile sectors. In addition to attending TWTB, delegates will visit tourist destinations in Istanbul and throughout Turkey.

[Learn more about TWTB](#)  
Contact [a.r.apil@ttacc.org](mailto:a.r.apil@ttacc.org)

or counter import competition? You may be eligible for an **International Trade Loan** from the U.S. Small Business Administration. [Find out more here.](#)

On **April 20th** and every other Friday, the **Honorary Consul General Bernard Buecker** provides office hours at the International Center of Austin at 201 East Second Street from 10:00 am- 3:00 pm. Individuals requiring authentication of a German document, German notarization, matters involving German inheritance, business or other general matters may arrange an appointment by calling (210) 226-1788.

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**To find out about more multicultural events happening in Austin, visit the [Austin International Experience calendar.](#)**

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Please note: if you would like to opt out of receiving future emails from the International Program, please click the **"Manage Your Preferences"** link below instead of the "Opt Out" link. If you also receive emails from the City of Austin's Emerging Technologies Program, clicking the "Opt Out" link will automatically remove you from both the International Program mailing list and the Emerging Technologies mailing list.

with additional questions.

**June 4-7**

Energy Efficiency Trade  
Mission to Russia  
St. Petersburg and Moscow  
Application Deadline-  
March 30  
\$2,650 SMEs, \$3,200 large  
firms  
Lodging may be included

New Russian laws requiring a  
40% reduction in energy  
intensity by 2020 and a new  
Climate Change Policy are  
stimulating the market in  
Russia for energy efficiency  
technologies and solutions  
that improve and sustain the  
environment.

On this executive-led U.S.  
Dep't of Commerce trade  
mission, firms will meet with  
potential buyers and  
partners one-on-one, and  
with Russian government  
officials, attend networking  
events, and learn the local  
business culture.

[Learn more](#)

**October 15-17**

Smart Grid Trade Mission to  
London  
Application deadline - August  
17  
\$1,200 SMEs, \$2,350 large  
firms

The UK is the foremost  
market in the rapidly  
developing smart grid sector  
in Europe. This U.S. Dep't of  
Commerce trade mission will  
help U.S. companies obtain  
market information, establish  
business and government  
contacts, solidify business  
strategies, and/or advance  
specific projects.

[Learn more](#)

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