

# CITY OF AUSTIN INTERNATIONAL PROGRAM

Linking Austin with Communities  
and Businesses Around the World



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

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## AUGUST 2011

Welcome to the new For Your Information International! We have moved our newsletter service to a new provider--Austin company [Emma](#)--and we will be bringing you more information than ever about the international economic development community. Each month, we will be profiling one local non-profit organization working in the international realm and one local business that has had success expanding to international markets.

We will continue to provide you with information about upcoming events, conferences, seminars, and more. If you have an upcoming event or activity you would like us to mention in the newsletter, please email [Natalie Betts](#), an excellent addition to the International Program Team.

We want to hear from you! Feel free to provide feedback on the newsletter changes and always [let us know](#) if there is additional information you would like to see included in the newsletter.

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

### BIOO Scientific

#### Tell us about your company and its international reach.

[Bioo Scientific](#) is an Austin, TX based biotechnology company that provides innovative solutions to the life science industry. Bioo Scientific offers a complete portfolio of products and services for academic, pharmaceutical, biotechnology and molecular diagnostics laboratories and for organizations that perform food and feed safety analysis.

Bioo Scientific operates in more than 100 countries exporting food and feed safety test kits and life science research products to countries in Asia, Europe, the Middle East, Africa and Latin America. All of Bioo Scientific's products are manufactured in the United States; however, over three quarters of Bioo Scientific's sales are to foreign institutions.

#### What obstacles did you face to exporting your products, and how did you overcome them?

With any business there are always going to be obstacles to overcome. Exporting products all over the world can be an especially daunting task in today's market, but the effects of globalization and new technologies can help us break through some barriers.

The first obstacle that any company encounters when exporting products to specific countries is determining the market entry strategy. Bioo Scientific chose to use distributors to promote our products internationally. Finding "the right" distributor has been one obstacle we have experienced. We do not always know how well the company does in their market or how dedicated they will be to promoting Bioo Scientific's product line. We must keep our communication channels open with our distributors for both customer and technical support.

Other obstacles include country specific licenses or special documentation required to import products from the US. Another ongoing obstacle is shipping. Many countries have different requirements when it comes to shipping products. Some countries require quarantine permits with every shipment; others will not accept dry ice shipments which some of our kits require. This is a challenging barrier that requires constant attention. It has also induced us to gain an understanding taking different approaches for different regions of the world where international and regional laws can dictate product requirements and needs for importation and export.

[Registration for Alliance Française d'Austin French Classes](#)

[Negotiating Our Values- Networking and Intercultural Dialogue Session](#)

[Introduction to Imports](#)

[Introduction to Exports](#)

[CGBP Exam Prep Course](#)

[Export Green Trade Mission](#)

[Panama Trade Mission](#)

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[Commercial News USA Exporter of the Year Awards](#)

[JETRO Accepting Applications to Attend CETEAC 2011](#)

[German Consul General Mobile Office Hours](#)

[Austin Visit from Consulate General of Brazil in Houston](#)

[National Export Initiative Webinars](#)



### Cultural Events

#### August 22

Japan-Inspired Hair, Make-up and Fashion Show  
9:00 pm- Midnight  
Enzo  
Donations accepted;  
proceeds benefit the Japan earthquake and tsunami relief effort.

This event will showcase the hair and make-up work of Waterstone Aesthetics and Mode-Kei, as well as the clothing of two local designers: Ayers Designs and Alchemy Designs.  
[Learn more](#)

#### August 24

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

Beginning on August 24 and continuing every Wednesday morning, Global Austin will host 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](#)

**September 12**

### How has expanding to international markets benefited Bio Scientific?

As mentioned previously, over three quarters of Bio Scientific's sales are to foreign institutions. Exporting our products has allowed Bio Scientific to reach new markets which allows us to experience tremendous growth. Additionally, working in certain locations in the world where laboratories may be rudimentary; has pushed us to develop low cost, high tech solutions to problems faced around the world.

### What tips do you have for other local businesses thinking about exporting their products?

There are many resources readily available to help with your exporting needs. The Austin U.S. Export Assistance Center has been invaluable resource for Bio Scientific. They use their resources with their counterparts all over the world to help us identify new distributors. The Department of Commerce also has information on foreign countries that will help you decide how to approach each country for exporting. There are many resources available to help companies enter new markets.

### What's next for Bio Scientific?

We have merely scratched the surface when it comes to international business. There are a great number of markets that can benefit from our unique solutions to their research and food safety problems. There are many countries where we have yet to establish a presence so one of our focuses is to find new distributors in these untapped markets. We are also expanding our operations into new markets such as environmental testing, veterinary diagnostic testing and animal vaccine development using our core technologies.

## Non-Profit Spotlight: Friendship International of Austin

*Friendship International of Austin is a program for international women and their children that has been serving the community for the past 40 years. Every Thursday, Friendship International offers classes free of charge in English as a Second Language (four levels), citizenship, and the creative arts, including sewing, jewelry-making, and American cooking. The organization is sponsored by the Austin Area Baptist Churches and all classes are held at the Hyde Park Baptist Church near the UT campus. Assistant Director Elizabeth Harris answered our questions about the organization:*

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

In March 1969 pastors and ladies from Austin Baptist churches were challenged to create a week-day program to minister to international wives and their small children. A short time later, eight Austin Baptist churches voted to sponsor the program financially. The first Friendship director made the following statement and is an example of the sentiments felt by all Baptist ladies involved with Friendship:

The purpose of FRIENDSHIP is not only to make the adjustment easier to the American way of life but to make it one of the finest experiences of their lives.

In the spring of 2010, FRIENDSHIP became a non-profit organization and registered with the state of Texas as Friendship International of Austin (FIA). Our Church ladies serve through teaching classes, serving as officers and or in staff positions as well as simply coming to the Thursday programs to be a friend to an international lady or two. FIA strives to meet the continuing needs of the international community in Austin, Texas through English and creative classes as well as friendship every day.

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

Our weekly meetings start on September 22<sup>nd</sup> with a welcome coffee during which we provide information about all our classes. Some of the programs this fall include Career Day in which internationals and American participants dress according to their career and talk about what they do. As well, our cultural programs will be from the ladies of Japan and India. Musical programs include performances by internationals and Americans, as well as a program presented by the Austin Silver Strings. We have special holiday celebrations such as caroling and ornament making at Christmastime. In March we will have kite day, and in April, a special children's tea Party.

September 11th Tenth Anniversary Memorial Concert

6:00- 8:00 pm  
City Hall Atrium

Austin Sister Cities International and the City of Austin present this concert in remembrance of September 11th and in celebration of the Sister Cities Program's message of international friendship and peace. Local children's choirs will perform.

#### September 12

JAGSA Cultural Salon:  
Anime and American Pop Culture  
7:00-8:30 pm  
Free  
Casa de Luz,  
Cielo Room  
Speaker: Greg Simoes,  
Ushicon

Representatives from Ushicon, an annual Japanese animation convention in Austin, will give a presentation on the ways in which anime has influenced American pop culture.

[Learn more](#)

#### September 15

Fiesta de Independencia  
6:00-10:00 pm  
Free  
Mexican American Cultural Center

This celebration of Mexican Independence Day will feature a side saddle charreada demonstration, a free screening of "The Tree of Life," and performances by Mariachi Nueva Generacion, Mariachi Tamazula, Roy Lozano's Ballet Folklorico, the Austin Symphony Orchestra, and Navid de Saltillo. Councilman Mike Martinez will serve as the Master of Ceremonies.

[Learn more](#)

#### September 17

ROC Centennial Gala Performance  
7:00 pm  
\$10 advance/\$15 door  
Round Rock Performing Arts Center

This performance is one of six events being held this year in Austin in celebration of the 100th birthday of the Republic of China (Taiwan).

[Learn more](#)

#### September 26-30

Andean Nation/Central American Art Expo  
Welcoming Reception at City Hall on Sept. 26  
5:30 pm

This exhibit, presented by the Honorary Consul General of Ecuador, Ricardo Miguel Bowen, features art from Ecuador, Peru, and El Salvador. After the opening reception at

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

We have learned how talented, fun and interesting our international community is in the Austin area! There is such a diversity among the ladies; we have PhDs from American University and ladies who speak no English at all. We have also learned how we are all similar and have made friends, shared smiles and tears with women from all over the world.

### What are the opportunities for getting involved with Friendship International?

Many! We have openings for teachers and helpers. We need ladies who attend Baptist churches to teach or be an assistant, to help with childcare or set up, or just come to be friends with the internationals ladies. Contact Elizabeth Harris for more information [by email](#) or at 247-7545.

## Workshops, Classes, and Networking Events

#### August 25

GlobalAustin International Networking Event  
6:00- 8:00 pm  
Marker 10, Hyatt Regency Hotel

As a Citizen Diplomat, meet five distinguished visitors from Poland at an international networking event. These emerging leaders were selected by the U.S. State Department to visit communities in the U.S. for professional appointments and community hospitality. Their program focuses on promoting tolerance among minority communities. Complimentary parking and appetizers.

[Learn more](#)

#### Aug. 31 and Sept. 3

Registration for Alliance Française d'Austin French Classes

Wednesday Aug. 31

5:30- 7:30 pm

Saturday Sept. 3

1:00-3:00 pm

7 weeks of instruction

1.5 hr/wk: \$175

3 hr/wk: \$308

Discounts for members and returning students

Alliance Francaise offers French language instruction for all levels with a conversational approach and small class sizes. Weekend and evening classes are available.

[Learn more](#)

#### September 20

Negotiating Our Values

11:30 am- 1:00 pm

Texas Municipal Police Association, 6200 La Calma Dr, Suite 200

This interactive session led by Anna Katrina Davey of [Across Cultures](#) ([www.acrosscultures.info](http://www.acrosscultures.info)) will help re-examine our values from an intercultural perspective and develop a more inclusive mindset. A holistic approach and highly participative methods will be at the center of this meeting, which will be hosted by the Greater Austin Forum on Diversity and Inclusion. Networking from 11.30am to 12pm followed by dialogue led by Anna Katrina Davey from 12-1pm. Feel free to bring your lunch!

#### September 21

International Trade Education Series:

Introduction to Imports

9:00-11:30 am

\$35

International Center of Austin

If you are interested in learning how to import your goods to the U.S., this seminar is geared to assist you. Speaker Doug Smith (UTSA) will examine selecting qualified suppliers, transportation, logistics and much more.

[Learn more and register](#)

#### October 19

International Trade Education Series:

Introduction to Exports

9:00-11:30 am

\$35

International Center of Austin

If you are interested in exporting products or services, let us help you explore your export potential. Speaker Doug Smith (UTSA) will take the unknowns out of international trade and help you discover whether your company is export ready.

[Learn more and register](#)

City Hall, this exhibit will reside at the University of Texas Club until September 30th.

[RSVP](#)



## Conferences

### September 9

Texas Border Summit  
Latin America and  
Caribbean Forum  
\$10 members  
\$20 non-members  
Grossman International  
Center in San Antonio  
[Learn more and RSVP](#)

### September 14

The Texas-Israel  
Cleanovation Conference  
\$50 students  
\$100 members  
\$125 non-members  
Hotel ZaZa in Houston, TX

A special conference featuring the best Israeli and global clean tech companies. The event is designed to help you filter for optimal partners, customers and identify primary and/or supplemental funding.

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

### September 15

Rice Alliance Energy &  
Clean Technology Venture  
Forum  
\$95 before Sept. 12, \$125  
after  
Jones Graduate School at  
Rice University in Houston

This forum showcases emerging energy and clean tech companies who will present business plans and elevator speeches about their companies. 400-600 investors, entrepreneurs and successful business people will be in attendance to learn about, evaluate and network with the companies.

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

### September 14-16

Telecom City's Catwalk11  
1 day- \$240  
2 days- \$450  
3 days- \$630  
Karlskrona, Sweden

Catwalk11 is an international meeting point for the IT- and telecom industry's leading players and their customers to network and discuss business opportunities, current fashion and future trends within the mobile industry.

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

### October 5th

World Smart Cities Forum

### Oct. 22 to Dec.10

Certificated Global Business Professional (CGBP) Exam Prep Course  
Saturdays  
9:15 am-3:00 pm  
The International Business Institute at Austin Community College.

This course is designed to help prepare students and business professionals to take the CGBP Exam. The NASBITE CGBP certification provides a benchmark for competency in global commerce. Topics include: Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance. Registration ends October 12. For more information email [ibi@austincc.edu](mailto:ibi@austincc.edu) or call 512-223-0390.

[Learn more](#)

## News and Announcements

Nominate your company for **Commercial News USA's 2012 Exporter of the Year Awards!** The ThinkGlobal Exporter of the Year Awards are given to one U.S. company in each of the magazine's 11 industry categories. The nomination deadline is September 17th, 2011. Last year, three of the 11 winners were Texas companies!

[Learn more](#)  
[Nomination Form](#)

**The Japan External Trade Organization** is accepting applications from businesses who are interested in investing in Japan and would like to attend **CEATEC 2011**, from October 4th-8th in Tokyo. CEATEC is an information technology and electronics trade show where world-leading technologies, products, and services are announced. CEATEC JAPAN is one of the largest business events in Asia, with an average attendance of about 200,000 visitors.

JETRO will select 8 businesses for its delegation. Selected businesses will receive free PR services, business matching opportunities, interpreters, and meeting space. For an application contact [JETRO Houston](#). The application deadline is **August 19th**.

[Learn more](#)

The **Consulate General of Brazil in Houston** will be in the Austin area on Saturday, **August 27th** from 9 am to 5 pm at the Brazilian Family Church in Round Rock, providing services including Brazilian passport services, birth certificates and marriage certificates, powers of attorney, legalization of documents, certificates of residency, military conscription, requests for social security numbers, voter registration, etc. Visa applications will not be accepted. The Brazilian Family Church will offer lunch for \$10.

[Learn more](#) (Portuguese)

On **August 19th** and every other Friday, the **Honorary Consul General Bernard Buecker** provides office hours at the International Center of Austin 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.

The U.S. Commercial Service's **National Export Initiative** has several upcoming webinars that can help your company start or increase its international sales. **Webinars** are available on export planning and strategy, documentation and regulations, and on specific markets and countries. See the full list at [their website](#). Files from past webinars are also available for download.

2011  
\$80 (Exhibit Area: Free)  
Hyatt Regency Austin

This forum, presented by Nikkel BP America, will be the first ever round table between Japan and the United States to discuss developing a global business model for future Smart Cities, using Smart Grid Technologies.  
[Learn more](#)

**October 27-28th**

U.S.-Mexico Border Energy Forum  
\$160 before October 16th,  
\$200 after  
El Paso, TX

This conference brings together representatives from federal and local governments of both Mexico and the United States, the private sector, university professors, researchers and members of environmental groups.  
[Learn more](#)



**Trade Missions**

**Aug 28- Sept 2**

Export Green Trade  
Mission: Green Building and  
Brazil  
Sao Paolo and Rio de  
Janiero  
Delegation Fee: \$2000  
Additional Representative:  
\$1800

This mission, held in conjunction with the [Green Building Conference](#), brings together entrepreneurs, executives and professionals in the sector to discuss issues of strategic interest to the market and enhance the benefits and concepts of sustainable design, energy and construction.  
[Learn more](#)

**September 6-10**

Free Trade Alliance  
Panama Trade Mission  
Panama City  
Departing from San Antonio  
\$500

With the expansion of the Panama Canal, businesses in the transportation, logistics or supply chain industries will have an opportunity to make the business connections needed to take advantage of the opportunities that will result from the expansion and increase of cargo through the canal.  
[Learn more](#)  
[RSVP](#)

**October 7-15**

Trade and Investment  
Mission to South Korea  
Seoul and Gwangju  
Departing from San Antonio  
\$5808/person- double  
occupancy room  
\$6853/person- single  
occupancy room

This trade mission will focus  
on renewable energy, the  
automotive sector, and new  
high-technology industries.

The mission is held in  
conjunction with the 2011  
[Gwangju Summit of the  
Urban Environmental  
Accords.](#)  
[Learn more](#)  
[Sign up](#)

For a complete listing of  
multicultural events  
happening in Austin, [visit  
the Austin International  
Experience calendar.](#)

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