

CITY OF AUSTIN INTERNATIONAL PROGRAM

Linking Austin with Communities
and Businesses Around the World



About Us

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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MAY 2012

May is **World Trade Month**! The month is off to an auspicious start here in Austin. The **Texas-EU Summit** on May 3rd was a great success, with local businesses learning from local exporters, inward investment agencies, and foreign dignitaries - including Deputy Prime Minister and former Prime Minister of Kosovo, Bujar Bukoshi, and MP Olosz Geregy of Romania. That night, the community celebrated the importance of international business and international exchange in Austin at the [2nd Annual Austin International Awards](#), hosted by the Greater Austin Chamber of Commerce and GlobalAustin.

May has also brought us two excellent **seminars on doing business abroad** - one on Italy with Consul General Fabrizio Nava, and one on Bulgaria with Ambassador James Warlick. On May 12th, our program co-hosted **Careers in a Changing World**, a pilot workshop on international career opportunities for students at McCallum High School.

Make sure you celebrate World Trade Month by thinking about how your business can grow and become strengthened through trade, and then take action! Go to one of our upcoming [International Trade Education Series classes](#), attend an [international trade conference](#), or sign up for a [webinar](#) or [trade mission](#).

In this edition of the newsletter, we profile a local [non-profit bringing students from Africa to UT-Austin](#), talk to Lafe Larson of [Lafe's Natural Bodycare](#), and tell you about our Sister City in [Lesotho](#).

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 **before 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

Our May business profile features [Lafe's Natural Bodycare](#), Austin's 2011 [Small Business Exporter of the Year](#)! Lafe's is a natural personal care business, with product lines including natural deodorants, baby care, and foot care. In this profile, founder Lafe Larson shares his experiences with regulations in overseas markets, pricing of exported products, and why exporting is so important to the growth of this small business.

Lafe's Natural Bodycare

Tell us about your company and its international reach:

Lafe's started exporting to Canada back in mid 1990's when the company was quite small. Today we export to more than twenty countries around the world with 40% of our total company sales coming from export. Demand for U.S.-manufactured skincare is growing rapidly around the world due to quality standards. We're delighted to be creating manufacturing jobs in the USA from our export sales.

Our biggest export markets are Canada, Asia, China, the Middle East and

[ALACAT 2012](#)

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[Roles and Responsibilities of the
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[Russia's Upcoming WTO
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[Exporting to Mexico:
Documentation and HS Number
Webinar](#)

Russia. We export into every continent, our partners are both large and small, many with a specialty in the natural and organic channel.

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

The biggest challenge is finding partners that are a good fit. Selling natural skincare is different than conventional, so we seek out partners that understand the local market and have experience in natural. Pricing is a challenge...with freight, customs and duty charges, it's much more costly selling overseas. We're very cognizant of that and must be careful not to price ourselves out of the market. We've had partners ship orders air freight, which puts our products at a pricing disadvantage, so we discourage that.

Government regulations are always a challenge whether it be product registration or stringent regulations with regard to label claims and organic certification. Markets are vastly different...we can't sell our organic bug spray in Canada without going through an extensive and costly government registration process so it's marketed as an Outdoor Spray. In China the fee to register is over two thousand dollars (US) per product, a very large and lucrative market but very high entry costs. We work closely with our export partner BEFORE shipping to assure there won't be issues at the border.

How many jobs at Lafe's are related to exports?

With almost half of our annual sales now coming from export, we're pleased to say Lafe's is one of the few companies actually creating manufacturing jobs in the United States, rather than sending those jobs overseas.

How has expanding to international markets benefited Lafe's?

It's been a huge part of our growth over the past ten years. We see export sales as the fastest growing category and expect that trend to continue. Our goal is to grow export sales by 50% for 2012.

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

Don't hesitate to make the leap into export. "Made in the USA" is in great demand overseas. There are many great resources available locally...the U.S. Department of Commerce's [Export Assistance Center](#) here in Austin has been instrumental in guiding us through export hurdles over the years along with the City of Austin's [International Economic Development Program](#). These resources are available to everyone, staffed by experienced and supportive professionals to make your export program pleasant and successful.

What's next for Lafe's?

We continue to promote our brand in foreign markets with expected growth of 50% in export for 2012. That means both finding new markets as well as continuing to launch new products. We expect to add at least six new products in 2012 as the appetite for U.S.-made skincare continues to grow.

Non-Profit Profile of the Month: African Leadership Bridge

Austin non-profit the [African Leadership Bridge](#) creates connections between Austin and African nations by opening up scholarship opportunities for African students to earn a university education in our city. The ALB's first exchange student and current member of the board of directors, [John Kidenda](#), answered our questions about the organization.

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

The African Leadership Bridge is a registered 501(c)3 non-profit organization founded in March 2007 by Rick Reeder, Deborah Sanders, and Joe Ciccarello. Their mission began while working with a student from Kenya during a Job Shadowing Day sponsored by the University of Texas Ex Students Association. The trio became intrigued by the problem of limited slots in Kenya for University enrollment despite the great number of highly qualified high school graduates.

The foundation believes strongly that the best way to expand the ideals of a free society and free-market economics is to educate people about it, and

[Request for Stones for the Asian American Resource Center Public Art Project](#)

[Greater Austin Asian Chamber of Commerce Launch](#)

[2015 Milan Expo Requests for Proposal](#)

[U.S. Commercial Service 2011 Annual Report](#)

[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](#)

May 15

International Good Neighbor Council Luncheon
11:30 am
\$15
Hill's Cafe- Sam and Bob Room

The International Good Neighbor Council promotes friendship between the countries of the Western hemisphere. IGNC will welcome Dr. William Doolittle at this luncheon.

[Please RSVP](#)

May 17

Movies in the Parks: Princess

whenever possible, expose them to it directly. By creating opportunities for students from Africa to attend college in the United States, the African Leadership Bridge is not only investing in individuals with great potential, but also helping to spread the influence of an open and free market-driven society.

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

The foundation hosts an annual movie screening and silent auction fundraiser at the Long Center's Debra and Kevin Rollins Studio Theater. This year we will be screening the Nobility Project's documentary film *Building Hope* on June 29th at 6:30 pm. Please go to <http://africanleadershipbridge.org/> for more information on tickets.

What have you learned about the international community in Austin in your work with the African Leadership Bridge?

Through my work with the African Leadership Bridge I have learned that Austin has a small but growing international community that is unique in that it is very interested in engaging with the city and and native born Texans and Austinites. I love how welcoming Austin is! This provides a vibrant space for engaging with and learning about people and cultures across the world from Brazil to India. The community is also interested in engaging on international issues.

What are the opportunities for getting involved with the African Leadership Bridge?

The African Leadership Bridge relies on volunteers and local businesses to make the annual fundraiser a success. We are looking for individuals to help with the planning and execution of the event, silent auction donations, and attendees for the movie screening.

Sister City Spotlight: Maseru, Lesotho

[Maseru, Lesotho](#) and Austin have been Sister Cities for over four decades, and Austin is Maseru's only Sister City. The current Honorary Consul General of Lesotho, Bertha Means, started the program in 1978. The Austin-Maseru Sister City Committee has focused on providing humanitarian aid in Maseru and educational programs in Austin. The committee also provides hospitality for African students enrolled in Austin educational institutions, especially those at [Huston-Tillotson University](#). The committee is committed to raising Austinites' awareness of Africa.

Maseru is the capital city of the kingdom of Lesotho, a country entirely surrounded by the Republic of South Africa. Lesotho (pronounced le-SOO-too) is approximately the same size as the State of Maryland. It is one of three remaining kingdoms in Africa. Lesotho is often referred to as the "Switzerland of Africa," because of its beautiful, often snow-capped mountains, the Maluti. Bushmen have left rock paintings as a memorial to their former presence in the territory of Lesotho. The Kingdom is home to the Lesotho Highlands Water Project, Africa's largest hydroelectric project. Its dams harness its surplus water, often referred to as "white gold."

Austin-Maseru Sister Cities Committee has a substantial history of award-winning achievements. In 1983-84, the committee used a USAID grant to send two Austin-based reconstructive surgeons, volunteers Dr. James Cullington and Dr. James Fox, to Maseru to treat burns and disabling birth defects and train medical personnel. Maseru physician Dr. Titi Mohapi received advanced training in the United States to continue the project.

This initiative earned the committee the Special Achievement Award for Technical Assistance from the Reader's Digest Foundation and Sister Cities International. The committee has also sponsored several workshops in global education and was awarded the 1984 Best Single Youth Project Annual Award in Global Education from the Reader's Digest Foundation and Sister Cities International.

Currently, the Austin-Maseru Sister Cities Committee is dedicated to raising funds for the [Baylor International Pediatric AIDS Initiative](#) through their annual golf tournament and to developing trade relationships between Austin

Mononoke
8:15 pm
Free
Republic Square Park

The Austin Parks Foundation and Austin Resource Recovery presents Princess Mononoke as a part of the Movies in the Parks series. Directed by renowned animator Hayao Miyazaki, this anime has broken a number of box office records in its native Japan. Essentially a statement on the ecological devastation brought on by human advancement, the story follows the battle between Princess Mononoke and a mining village. There will be free yoga before the movie.

[Learn more](#)

May 26

5th Annual Austin Asian Occasion
6:00 pm
Dell Hall at the Long Center

Celebrate Asian Pacific American Heritage Month with this annual event benefiting the local community! Enjoy various Asian dance, music from the winners of the Asian American Community Partnership's Young Musician Festival as well as a special Master's Concert featuring world-acclaimed musicians: Charles Yang (violin), Professor DaXun Zhang (bass), Dr. Tomoko Kashiwagi (piano) and Professor Hai Zheng (cello). This year, proceeds will benefit the People's Community Clinic to provide primary care to the working poor who cannot afford the health insurance.

[Learn more](#)

June 11-July 20

Les Explorers Summer Camp
\$275 per week
Austin International School

Les Explorers offers children aged 3 to 12 a unique experience to travel the world. The Austin International School's language immersion camp, based on French, Spanish, and English languages, allows children to choose their own destination each day, and to

and Lesotho. In March, the committee welcomed [H.E. Professor Eliachim Molapi Sebatane](#), the Kingdom of Lesotho's ambassador to the United States, to Austin. Ambassador Sebatane met with Mayor Lee Leffingwell and was given a key to the city. He was honored at a reception at the George Washington Carver Museum and Cultural Center organized by the sister cities committee.

The Austin-Maseru 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 committee co-chair [Inonge Khabele-Stevens](#) or chair emeritus [Bertha Means](#).

Featured International News Story: [Fast Track for Tourism](#) *Star-Tribune*

President Obama has named a national tourism panel charged with streamlining the visa process for foreign tourists. The panel will advise the U.S. Department of Commerce on tourism policies that would make visiting the United States from other countries easier. A recent executive order from the administration calls for increasing the processing of visas from China and Brazil--two countries with an emerging middle class that have some of the biggest backlogs of visa applications. The administration is also proposing to allow travelers to renew visas for three years after their initial one-year visas expire.

Workshops, Classes, and Networking Events

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

Institute for Interfaith Dialog Luncheon Forum
Speaker: George E. Martin, President of St. Edward's University
11:30 am -1:30 pm
\$40, \$20 students
Hilton Austin

This luncheon forum will feature George E. Martin speaking on the topic, "Meeting Today's Challenges for Higher Education." Dr. Martin has been president of St. Edward's University since 1999. Dr. Martin has turned his attention to making St. Edward's a global university by 2015, creating new international learning opportunities and forming partnerships with educational institutions around the globe to help educate students for the opportunities and challenges of a 21st century world.

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

May 22

Doing Business in Brazil
1:00-2:00 pm Central Time
\$25
Webinar

Brazil is South America's largest market and a growing market for U.S. goods and services. In this webinar, you will learn about market opportunities as well as big development projects in Brazil. Rick de Lambert, Deputy Senior Commercial Officer in Sao Paulo, Brazil, will present information on the best

broaden their minds while learning through educational activities.

[Learn more](#)

July 6

Brasil Guitar Duo

7:30 pm

\$25-50

Bates Recital Hall, UT-Austin

The Austin Classical Guitar Society joins with the Austin Chamber Music Center to present the award-winning Brasil Guitar Duo (João Luiz and Douglas Lora) in Bates Recital Hall on the campus of the University of Texas at Austin. Recent winners of the prestigious Concert Artists Guild Victor Elmaleh Competition in New York, the Brasil Guitar Duo is equally at home in a classical or world music stage. Their innovative programs feature a seamless blend of classically traditional and Brazilian works, resulting in a global touring schedule and numerous critically acclaimed recordings.

[Learn more](#)



Conferences

May 21- June 1

Digital Shoreditch

£398

Hackney, London, UK

Austin's friendship city, the Borough of Hackney, is the home to this festival which aims to be the SXSW of London. Digital Shoreditch is the festival celebrating the outstanding creative, technical and entrepreneurial talent of East London and Tech City. The festival includes talks, showcases, competitions, workshops, open studios, exhibitions and parties that will engage, inspire and celebrate the cream of the digital crop. Over the two weeks the festival is bringing together outstanding local and international talent. With themes for each day covering a range of topics from what's next in digital

prospect sectors, alternative market entry strategies and the bilateral relationship. In addition, Attorney Renata Vasconcellos of Porter, Wright, Morris & Arthur LLP, will talk about specific opportunities in Brazil.

[Learn more](#)

[Register](#)

May 23

Introduction to Exports

9:00 - 11:30 am

\$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

Understanding Export Controls

1:00-2:00 pm Central Time

\$15

Webinar

Take control over your export activities, know the laws controlling what you can and cannot export and to whom. This Webinar supports America's National Export Initiative and covers the legal and practical aspects of dual-use items, trade sanctions, sales to foreign militaries, the export control decision tree, and a roadmap of the Export Administration Regulations. You will receive the latest information on how to comply with federal law. View a past recording of this program [here](#), or join live to raise your questions.

[Learn more](#)

[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](#)

May 24

How to Protect Your Intellectual Property in Foreign Markets

1:00-2:00 pm Central Time

\$15

Webinar

A business' intellectual property is central to its value and long term market success. Protect your global business activities! Learn about the whys and hows of patent, trademark, copyright protection overseas, how to decide where to put limited corporate resources, and common mistakes to avoid.

[Learn more](#)

[Register](#)

May 29- August 15

Austin Community College International Business Institute

Distance Learning Summer Courses

The ACC International Business Institute is offering four distance learning courses this summer: Principles of Imports, Intro to International Business & Trade, International Marketing, and Intercultural Management. View the

and play to funding, capital and brands to innovation, design and new ideas.

[Learn more](#)

May 27- June 1

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

May 31

Israeli Power Sources Conference
\$200
Herzeliya, Israel

The 2nd Israeli conference for Power Sources, Batteries, Fuel Cells and EV will meet to discuss and provide a platform for technological innovations and business opportunities. The conference will discuss the latest advances in the field found in Israel and abroad and support the Electrochemical and EV Industry in Israel.

All presentations will be practical and applicative. The conference will bring together worldwide participants from leading private and public companies, start-ups, investors, academics and businesses that are interested in the energy field. Senior keynotes from Israel and abroad will be lecturing.

[Learn more](#)

May 31-June 2

International Council on Monuments and Sites Symposium
World Heritage in the Americas: Confluence of Cultures
\$350 members/ \$425 non-members
El Tropicano Hotel
San Antonio, TX

[course schedule here](#). [Click here](#) for information about tuition costs, and [here](#) to find out about enrolling at ACC.

May 30

Completing Certificate of Origin, FTA, and eCertification
1:00-2:00 pm Central Time
\$15
Webinar

The Certificate of Origin (CO) is required by some countries for all or only certain products. Special certificates may be required for countries with which the United States has a free trade agreement (FTA). This webinar covers the basics of completing COs, COs under free trade agreements, and completing eCertification.

[Learn more](#)

[Register](#)

June 7

3rd Annual Trade Compliance Best Practices
"What Your Peers Are Really Doing"
7:45 am- 4:15 pm
\$85 (includes breakfast, lunch, and materials)
Registration Deadline: May 31st
Applied Materials
9700 East Hwy 290
Bldg. 34, Room C131

The 3rd Annual Trade Compliance Best Practices event, "What your Peers Are Really Doing" will focus on what area trade compliance professionals are actually doing today in the face of an ever-changing world of business and trade compliance. Topics for this year's event will include, Record-keeping, Export License Management, Deemed Exports, Making BIS Work For You, Valuation Strategy and Trade Compliance Project Management.

[Learn more](#)

June 13

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

This International Trade Education 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](#)

June 13

Australia: Smart Grid and Renewable Energy Opportunities for U.S. Companies
6:00 pm Central
\$20
Webinar

The Australian Government has set a target to reduce greenhouse gas emissions by five percent on 2000 levels by 2050. The Government is committed to ensuring that 20 percent of Australia's electricity will come from renewable sources. This webinar will feature a country overview and presentations on the smart grid and renewable energy markets in Australia.

Learn about Australia's clean tech policies and developments which are advancing opportunities for U.S. companies operating in the smart grid and renewable energy space.

[Learn more](#)

[Register](#)

June 13

Roles and Responsibilities of the Importer, Customs Broker, and Freight Forwarder
1:00-2:00 pm Central Time
\$25
Webinar

The year 2012 will be the 40th anniversary of UNESCO's World Heritage Convention, and we wish to celebrate this event with ICOMOS colleagues from all the Americas, with the intent to launch a permanent process of regional cooperation that will ensure greater participation and contributions to the spirit and the aims of the Convention. The Symposium will be an opportunity to celebrate the cultural heritage of Texas.

[Learn more](#)

June 18-20

U.S.-Africa Infrastructure Conference
\$600 government, \$1,000 members, \$1,400 non-members
Washington Marriot Wardman Park
Washington DC

This conference, themed "Foundations for Economic Growth," will highlight investment opportunities in energy including renewables, transportation, ICT, and the relevant capacity building necessary for successful development. In addition to traditional financing topics, this year's event will highlight procurement options. Scheduled to coincide with the AGOA annual meetings, the conference will bring together senior U.S. and African private sector and government officials, key decision makers from leading U.S. infrastructure companies, financial institutions, and international organizations with a vested interest in infrastructure investment and growth on the continent.

[Learn more](#)

October 22-24

U.S.-Mexico Border Energy Forum XIX
Hermosillo, Sonora, Mexico

The Border Energy Forum gathers once a year to exchange information about the best ways to produce and consume energy in this fast-growing region, forge new partnerships and help each other work together on the twin goals of

In this webinar, you will understand the roles and responsibilities of the importer, customs broker and freight forwarder as it relates to the North America Free Trade Agreement (NAFTA). You will learn how each of these experts can efficiently and effectively facilitate the export of your products to Mexico and Canada.

[Learn more](#)

[Register](#)

June 13

Financing Your Exports and Getting Paid
1:00-2:00 pm Central Time
\$15
Webinar

Getting paid for your export sale is easier than ever. Learn from trade finance experts about the range of payment methods used in export transactions and how to evaluate which is best for your business. Learn about letters of credit and U.S. government programs for financing exports including a program that enables buyers to purchase your product or service. View a past program [here](#) or join to live to raise your questions.

[Learn more](#)

[Register](#)

June 14

Russia's Upcoming WTO Accession and Permanent Normal Trade Relations: Implications and Opportunities for U.S. Business
10:00 am-11:00 am Central Time
\$15
Webinar

As the world's 11th largest economy, Russia is a promising market for U.S. exporters with over 140 million consumers and projected average GDP of 4% until 2015. In summer 2012 Russia will enter the World Trade Organization, opening up its markets and agreeing to play by WTO rules. WTO members are poised gain by lower tariff bindings and better predictability, and stability through increased transparency. Many U.S. exporters and service-providers are well positioned to gain from Russia's WTO entry. However the passing of Permanent Normal Trade Relations (PNTR) is crucial in preventing a delay, or hindering U.S. companies from receiving these benefits.

[Learn more and register](#)

July 11

The Importance of the HS Number, Preference Criteria, NAFTA Certificate of Origin and Essential Documentation for Exporting to Mexico
1:00-2:00 pm Central time
\$25
Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn about the documentation needed to export to Mexico, including the NAFTA Certificate of Origin. You will also learn how to find the right HS Number / Schedule B Number and preference criteria for your shipment.

[Learn more and register](#)

News and Announcements

The Art in Public Places Program (AIPP) and artists Sunyong Chung and Philippe Klinefelter invite the citizens of Austin to **submit stones from Asia** for inclusion in a proposed mosaic at the **Asian American Resource Center**. AIPP has commissioned Chung and Klinefelter to create artwork for the new facility to be located at 8401 Cameron Road. The artists hope to receive stones from every Asian country so that **each nation will be represented within the artwork**. Stones will be accepted until **July 1, 2012** or until one stone from each country is donated, whichever comes first. [Click here to learn more and see the donation guidelines.](#)

The **Austin Asian American Chamber of Commerce** and the **Texas Asian Chamber of Commerce** [have merged](#) and officially launched their joint organization, the **Greater Austin Asian Chamber of Commerce**, on

economic development and environmental protection and has become a cornerstone of energy policy and program development for the region.

[Learn more](#)

August 13

Brazil Energy and Power X
Houston, TX
Save the Date!

This event will be hosted by the Brazil-Texas Chamber of Commerce, AMCHAM Brazil, and the Brazil-U.S. Business Council. More details forthcoming.



Trade Missions

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 with additional questions.

June 6-14

Greenfield Trade and
Investment Mission to Libya
and Tunisia
Tripoli, Benghazi, Misurata,
Sfax, and Tunis
\$4,000 members, \$4,500
non-members

Join the National U.S.-Arab Chamber of Commerce and visit two greenfield countries with tremendous opportunities for growth. During the mission you will meet leading government decisionmakers, participate in business-to-business networking, and learn first-

May 11th. Congratulations to the groups on their unification!

The **2015 Milan Expo** is inviting companies in the following sectors to become partners: agribusiness, food, energy, telecommunications, edutainment, robotics, security, lighting, air conditioning, logistics, green mobility, sustainable building materials, waste management, banking, finance, advertising, system integration, and travel services. Requests for Proposal can be [found here](#).

The **U.S. Commercial Service** recently released their **2011 Annual Report**, which includes success stories from U.S. exporters and the Commercial Service's impact in 2011. **View the full report** [here](#).

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 deadline for 2012 is **November 16th**. Learn more and apply [here](#).

Are you a **small business considering on-shoring** to strengthen exports 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 **May 18th** 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.

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.

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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.

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