



Linking Austin with Communities and Businesses Around the World



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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NOVEMBER 2012

Welcome to race weekend in Austin! Thousands of international visitors are about to pour into our city and as Formula1(TM) helps raise Austin's global profile. Even if you aren't going to the race, there will be plenty to do. The City's Cultural Arts Division is sponsoring an *Austin Creates!* stage at the free [Austin Fan Fest](#) and have partnered with CultureMap Austin to create a special mobile website, [ATX Cultural Concierge](#), with a curated list of arts and culture events happening November 12-20. You can also check out [ATXGrandPrix.org](#) for up-to-date information on road closures, event routes, and the City's preparations for the event.



Working for America's Exporters™

We're very proud to announce that our local [Camino Real District Export Council](#) just won the national 2012 DEC of the Year award due to its achievements in company outreach, innovation, and strategic management. DEC's provide a source of professional advice to exporters and the international trade community.

In this month's newsletter, we feature local barbeque restaurant [Stubb's BBQ](#), the [U.S. Commercial Service](#), and our sister city in [Old Orlu, Nigeria](#).

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.

Featured International News: [U.S. Movie Companies Eye Trade Deal for Digital Era](#)

Reuters via Chicago Tribune

The Motion Picture Association of America is seeking to expand the 1996 Information Technology Agreement (ITA) as the film industry shifts from film to digital formats. Next year, representatives from 70 countries are expected to gather in Geneva to renegotiate the ITA. The U.S. Trade Representative's office is also looking into the potential gains for U.S. companies from expanding the pact to items such as video game consoles and headphones.

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

[Stubb's Bar-B-Q](#)



STUBB's Bar-B-Q is not only a great place to enjoy a meal and hear live music, it's also an international business that is adding a new location in China and selling products all over the world. Co-founder and Vice President of Business Development Eddy Patterson answered our questions about this iconic Austin business' international operations.

[NAF-IA20 North America Summit
Texas Renewables 2012](#)
[U.S.-France Comparative Energy
Policies and Technologies
Conference](#)
[City of Austin Clean Tech Trade
Mission to Spain](#)
[South India and Sri Lanka Trade
Mission](#)
[Egypt & Kuwait Trade Mission](#)
[Alfa Fellowship Program](#)
[Austin Regional Manufacturers
Association Forming](#)
[International Travel Subsidy
Available for Artists](#)
[Honorary Consul General of
Germany 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](#)

Every Friday Friday Socials

6:00-10:00 pm
Raindrop Turkish House

Every Friday evening the Raindrop Turkish Cultural Center will offer free tea and coffee and a place to meet old friends and make new ones. The socials will also be a good place to practice Turkish and English and try samples of Turkish cuisine.

[Learn more](#)

November 17

Austin Chinese Professional Society Table Tennis Tournament

9:00 am- 2:00 pm
\$10 (includes lunch)
Austin Table Tennis Club

The Austin Chinese Professional Society (ACPS) will hold the 7th annual Table Tennis Tournament. There were more than 40 players last year. Players may participate in a singles group, an advanced singles group, and a doubles group. It will have a female singles group if there are more than 5 female players registered. All are welcome.

[Learn more](#)

November 26

Austin Intercultural Network

Tell us about your company and its international reach:

STUBBs Legendary Kitchen is a manufacturer of Bar-B-Q Sauces, Marinades & Rubs and has grown into the leading premium brand within each of the respected categories. C.B. Stubblefield started with a small restaurant in Lubbock, Texas back in 1968. STUBBs items are all natural, gluten free and are the life-recipes of our founder C.B. Stubblefield. His authentic and unique story has been the inspiration to our company. The product line has now reached 89% in national ACV distribution. STUBBs products are successfully sold in major retailers from Wal-Mart, Kroger, Safeway, HEB, Target, & Publix to name a few.

The popularity of Bar-B-Q continues to grow around the world and while attending various trade shows throughout the country we have identified several international distributors to distribute our products.

What obstacles did you face to expanding abroad, and how did you overcome them?

Each country represents its own opportunities and challenges. Most countries are very strict on their product guidelines so compliance is essential. When it comes to Packaged Goods (food items) ingredients, labels are regulated and watched carefully. Each country has its own guidelines and requirements so we have to evaluate the opportunity to see if the economics are justified. Also, since our products are made in the USA logistics play a key role as there are many costs associated with getting products into other countries. These costs are absorbed and reflected in the overall retail price so our products are most often more expensive than our competition.

Our products have had been successfully selling in parts of Europe, Canada, Australia, Germany, and Sweden.

How has expanding to international markets benefited your company?

We believe the benefit far exceeds the time, energy and effort associated with International business. Most of the hard work is in the initial period of setting items, gaining authorization in stores, and ultimately learning if consumers purchase our products and more importantly do so again. Educating and Marketing our products in other countries is also a challenge, therefore picking the right in-country partner is paramount. If done correctly international business can bring nice top-line revenue to the company and broadens your brand awareness.

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

In order to be successful in your international endeavor be sure to research the country, partners, competition, and overall opportunity thoroughly. Here is our [international questionnaire](#) that can help answer some of the questions we ask potential distributors to help make an educated decisions. There are several agencies, brokers, and consultants who can often help navigate and avoid expensive steps in the process. The United States government is a great resource for helping all sizes of companies with international aspirations called [Southern United States Trade Association](#) (SUSTA).

Whats next for STUBBs BBQ?

The biggest thing we have for 2013 internationally is we are 70 days away from opening a STUBBs Bar-B-Q restaurant in Shanghai, China.

Non-Profit Profile of the Month:

[U.S. Commercial Service ANESA Team](#)

This month we are featuring a government agency working in Africa, the Middle East, and South Asia (ANESA) to develop trade with the United States. Larry Tabash, the ANESA Global Team Leader for the U.S. Commercial Service, answered our questions about the organization and the Austin international business community.



Tell us a little bit about your organization:

The U.S. Commercial Service is a part of the U.S. Department of Commerce and helps U.S. companies expand worldwide. We have more than 100 offices in the U.S. and more than 70 offices in U.S. Consulates and Embassies around the world. In Austin, we work with manufacturers and service providers in Central Texas to assist them in identifying international buyers and distributors and promote and encourage foreign investment in the U.S.

Japanese Cooking Class

7:00-9:00 pm

\$50

6001 Upvalley Run, Austin, TX

AIN will be hosting its first ever cooking class next month. On the menu will be an assortment of Japanese foods, made by Japanese chef, Fumika Yamamoto. You will get the opportunity to make your own food and enjoy a three-course meal. Part of the proceeds of this event will be going to SAHELL, which is a nonprofit organization with the mission to provide assistance to immigrant families suffering from domestic violence, sexual assault and trafficking. [RSVP](#)

December 1

Raindrop Turkish House 9th Annual Food and Craft Fair

11:00 am-5:00 pm

Free

Raindrop Turkish House

Come enjoy a taste of Turkish culture at this family event. Booths include Turkish ceramic art exhibition, Henna tattoos, Turkish tea and coffee, live music, water marbling art (Ebru), and more.

[Learn more](#)

Conferences

November 15-16

NAFTA20 North America Summit

\$395

The Westin La Cantera Hill Country- San Antonio, TX

The NAFTA20 Business Summit will convene top business leaders from around the world in order to conduct business networking with potential partners, investors and clients; participate in panels and keynote presentations on the evolution of NAFTA and its prospects; and identify business trends and opportunities for key sectors.

[Learn more](#)

December 10-13

Texas Renewables 2012

\$300 TREIA members, gov't/non-profit/academia; \$350 non-members, \$25 students (prices increase after Oct. 24)
Hyatt Lost Pines- Bastrop, TX

The theme of this year's conference is "The Unified Energy System." Make sure to stop by the City of Austin International Economic Development Program table while you're there! We'll be talking about our upcoming [clean tech trade mission](#) to

The U.S. Commercial Service has both industry and regional teams to provide sector and regional expertise. For example, the ANESA Team, which I lead, serves as a bridge between the American business community and the emerging markets in Africa, the Middle East, and South Asia with a focus on strategic trade partners such as South Africa, the Gulf Cooperation Council (Saudi Arabia, Kuwait, Bahrain, UAE, Oman), and India due to their rapid economic growth. To learn more about the U.S. Commercial Service and its services, companies can visit [our website](#).

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

In addition to working with Austin companies one-on-one in developing international market entry strategies or assisting in meeting with international partners and buyers, the Commercial Service is active at many trade shows and events both in the U.S. and overseas. In the Information Technologies sector, we recruit buyers and potential distributors for shows like InfoComm, Consumer Electronics Show (CES), and National Association of Broadcasters (NAB) to meet with U.S. companies. In the Medical sector, we are active at American Association for Clinical Chemistry (AACC), the Greater New York Dental Meeting (GNDM), Medica in Germany, Arab Health and AEEDC in Dubai, UAE. We also coordinate seminars, conferences, and webinars with the purpose of educating companies on foreign markets and the opportunities that are available to help expand their international business. Recently, the ANESA team held webinars on the energy sector in East Africa, the top ten tips for exporting to India, exploring opportunities in South India and Sri Lanka, and recruiting international students from Saudi Arabia. We cover a number of sectors all geared to do one thing: generate international sales.

What have you learned about the international business community in Austin in your work with the U.S. Commercial Service?

In the past 10 years, Austin companies have become much more aware of the international opportunities that are available to them and, as a result, are more active in the international arena than ever before. More importantly, companies are allocating budgets and resources to enter new markets or expand existing foreign business. They are always amazed to learn about our resources, our network of contacts and the services we provide.

How can businesses take advantage of the ANESA Team's services?

We have team members across the U.S. who are happy to assist. For Austin companies they simply need to [contact our office](#) and we can arrange free counseling or a more extensive fee-based service. Also, companies can sign-up for our monthly Export News email that communicates all of the activities and events that are taking place in Austin, nationally and overseas.

Sister City Spotlight: [Old Orlu, Nigeria](#)

For twelve years, Austin has enjoyed a sister city relationship with Old Orlu, Nigeria. Old Orlu is located in southern Imo State and is one of the state's four largest cities. Old Orlu is home to a variety of plant and exotic animal resources, precious monsoon forests, and wildlife and other game reserves.

The [Austin-Old Orlu Sister Cities Committee](#) is interested in promoting cultural, educational, and economic exchange between the two cities. When the partnership was established in 2000, an educational workforce training partnership was concurrently established between Austin Community College and the Ministry of Education of Imo State.

As part of [Austin Sister Cities International](#), the committee promotes awareness of Nigerian culture and intercultural understanding at events such as the [September Concert](#).

The committee is exploring a business partnership between the Old Orlu energy utility and the Austin-based Texas Climate & Carbon Exchange to facilitate the development of clean energy projects in Old Orlu. In addition, the committee is planning an upcoming economic mission to Austin led by the Imo State Speaker of the House.

The Austin-Old Orlu 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 [Adonis Eke](#).

Seminars and Networking Events

November 14

Spain in February.
[Learn more](#)

December 17
Comparative Energy Policies and Technologies in the U.S. and France

8:30 am -5:30 pm
\$50-75, \$35-students
AT&T Conference Center

Organized and hosted by Dr. Michael Webber of UT-Austin conference will bring together U.S. and French representatives from academia, industry, government, and the media for a conversation to compare and contrast the energy landscape in these two countries. The focus will be around four core topics: shale gas production, the grid, public policy, and media coverage. [Learn more and register.](#)

Trade Missions

February 4-8, 2013
City of Austin Clean Tech Trade Mission to Spain

Deadline- Dec. 21
Companies cover their own travel costs; Group rates will be available

The City of Austin and the Greater Austin Chamber of Commerce are leading a mission to Madrid, Malaga, and Barcelona for clean tech companies interested in exporting to Spain or establishing their European presence in the low-cost Spanish business climate. Delegates will receive a country briefing by the U.S. Embassy, have one-on-one meetings with Spanish clean tech companies, and visit technology parks, co-working spaces, and innovation districts. The final itinerary will be tailored to meet the needs of the delegate companies. [Learn more and apply](#)

February 3-8, 2013
Trade Mission South India and Sri Lanka
App. deadline- Nov. 30

The United States Department of Commerce, International Trade Administration (ITA), U.S. and Foreign Commercial Service (CS), along with the U.S. Embassy in Sri Lanka, are organizing a multi sector Trade Mission to South India and Sri Lanka from February 3-9, 2013. The purpose of the mission is to introduce U.S. firms to South India's and Sri Lanka's rapidly expanding markets for infrastructure, hospitality,

Introduction to Exports
9:00 -11:30 am
\$35
201 East Second Street

This International Trade Education session will take the unknowns out of exporting products out of the U.S. 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. The featured speaker will be Doug Smith from the UTSA International Trade Center.

[Learn more and register](#)

November 14
Export Documentation Basics
11:00 am Central Time
\$35
Webinar

Learn about the various documentation issues your company should be aware of when shipping overseas in this U.S. Department of Commerce webinar.

Speaker Roy Becker will touch on standard required documentation, certificates of origin, and much more.

[Learn more and register](#)

November 14
NAFTA Webinar Series: Complying with Value Declaration Requirements

1:00 -2:00 pm Central Time
\$25
Webinar

In this webinar, you will learn about the value declaration requirements when exporting your products to Mexico and the impact it will have on U.S. exporters.

The speakers will help you understand the impact the value declaration requirements will have on U.S. exporters. The webinar will feature experts from the Servicio de Administracion Tributaria (SAT) and Aduanas, CAAAREM (Mexican Customs Association).

[Learn more and register](#)

November 14
Canada Trade Regulations and Standards

1:00 -2:30 pm Central Time
\$35
Webinar

Products shipped to Canada must conform to the relevant Canadian standards. While there is often overlap between U.S. and Canadian Standards, it remains crucial that American exporters understand how to check for and comply with any additional requirements. Export documentation, labeling requirements and export controls are also important considerations when shipping to Canada. Join this webinar to learn how to navigate current regulations as well as to hear from industry experts about changes that may be coming to your industry.

[Learn more and register](#)

November 16
F1 (TM) Tech Rally
3:00 -6:00 pm
\$30

AT&T Conference Center

Do you know what's really driving Formula 1? The technology behind Formula 1 motorsport is powered by a wealth of expertise and experience from the UK.

This capability is spinning out innovative design, engineering, and service solutions to global markets not only in motorsport, but other industries such as biopharma, IT, and renewable energy. Join us to learn about the application of technology, innovation and entrepreneurship at the heart of Formula 1, from those who make it a reality.

[Learn more and register](#)

November 19
Safety and Security Market Opportunities in Colombia

3:00 pm Central Time
\$65
Webinar

The Safety and Security market in Colombia is a steadily growing industry sector, requiring state of the art technology and specialized consultancy

healthcare, and environmental and information technologies.

The mission will tour three cities, Chennai, Cochin and Colombo, where participants will receive market briefings and participate in customized meetings with key officials and potential partners. Trade mission participants will also have the option to participate in additional stops in Bangalore and Hyderabad, where CS offices can arrange meetings with private sector developers/partners and state/local government officials.

[Learn more](#)

March 10-14, 2013

Trade Mission to Egypt and Kuwait

App. deadline- Dec 14
\$3,350 SMEs, \$4,230 large firms

This U.S. Dept of Commerce Trade Mission will explore opportunities in the energy, renewable energy, infrastructure and safety and security technology sectors and help participating firms gain market insights, make industry contacts, solidify business strategies, and advance specific projects.

[Learn more](#)

Other Resources

[City of Austin Small Business Development Program](#)

[City of Austin Emerging Technologies Program](#)

[City of Austin Cultural Arts Division](#)

[City of Austin Music Division](#)

[U.S. Department of Commerce Austin Export Assistance Center](#)

[Texas State Small Business Development Center](#)

[UTSA International Trade Center](#)

[Office of the Governor Economic Development Division](#)

[Greater Austin Chamber of Commerce](#)

[Greater Austin Hispanic Chamber of Commerce](#)

[Greater Austin Asian Chamber of Commerce](#)

[Capital City African American Chamber of Commerce](#)

[Austin Gay and Lesbian Chamber of Commerce](#)

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services. There is little local production within this industry sector. Almost all electronic security equipment used in Colombia is imported. U.S. products and related services have enjoyed good market share in the S&S sector, offering quality and competitive prices.

[Learn more and register](#)

November 28-29

Essentials of Export Controls, Encryption and Technology Controls

8:00 am -4:30 pm

\$425 two days, \$250 one day (prices increase after November 7)

Hyatt Regency Austin

The Bureau of Industry and Security (BIS) of the U.S. Department of Commerce is presenting this - conference with the ACC International Business Institute and Austin U.S. Export Assistance Center. The first day is an intensive program by the BIS staff that reviews the key information to comply with the Export Administration Regulations (EAR). This - training class will cover the major elements of the U.S. export control system for commercial exports. On day two, BIS will provide information on how to comply with the U.S. export and reexport controls relating to technology, software and the unique provisions related to encryption under the EAR.

[Learn more and register](#)

November 28

Export Finance: How Do I Get Paid?

11:00 am Central Time

\$35

Webinar

Learn how to navigate the export finance web to exporting in this U.S. Department of Commerce webinar. Topics include international payment options, currency exchange considerations, Incoterms, international pricing and export finance programs that are available through the U.S. Small Business Administration and the Export-Import Bank of the United States.

[Learn more and register](#)

December 5

Basic Guide to Exporting: Avoiding Customs Penalties on Export Shipments

1:00-2:00 pm Central Time

\$15

Webinar

It's a new era in Customs enforcement and you need to be ready. Customs officials and logistics professionals discuss current compliance and regulatory concerns, most common problem areas in customs clearance, and how to avoid penalties and delays in shipment.

[Learn more and register](#)

December 5

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 Rocky MTN District Export Council member Jim Nelson. Jim has practiced international law for 35 years. He will touch on export regulations, export licensing, contracts, and intellectual property protection.

[Learn more and register](#)

News and Announcements

□ The [Alfa Fellowship Program](#) is a distinguished international initiative that offers accomplished young Americans and British citizens the opportunity to complete a **professional development program in Russia**. Through the program, Fellows work at leading institutions, attend professional seminars, and travel to various regions in s and beyond. The fellowship includes a monthly stipend, language training, travel costs, housing, and insurance. The deadline to apply is **December 1**.

□ Committee is forming to establish the **Austin Regional Manufacturers Association (ARMA)**. Its mission is to be the voice and advocate of manufacturing in the s metropolitan area: Informing and influencing legislators, city officials, utilities, the media, and the public about manufacturing's vital role in regional job growth, technological progress, and economic development. To become involved or learn more, [contact ARMA](#)

[Interim Director Ed Latson.](#)

The **Cultural Exchange Fund**, an initiative of the Association of Performing Arts Presenters, is a **travel subsidy program** that assists U.S. 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.](#)

□ **Honorary Consul General of Germany Bernard Buecker** regularly provides office hours in s. 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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301 W. 2nd Street Ste. 2030 | Austin, TX 78701 US

