

# 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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## OCTOBER 2011

Things are busy as ever here at the City of Austin International Program. In the last month, we welcomed BYD China as they displayed their all-electric eBus at City Hall, brought a delegation from Lower Saxony in Germany to see cutting edge research facilities at UT, helped our community partners to put on the Fiesta de Independencia, and participated alongside the Greater Austin Chamber of Commerce in the first-ever U.S.-Japan World Smart Cities Forum.

In the next month, we are looking forward to working with the Greater Austin Hispanic Chamber of Commerce to prepare for the [Capital de Oportunidades](#) forum which will help Latin American investors explore the potential of the Austin region, and welcoming delegations from China, France, Germany, and Norway.

Have you been watching CityView on Channel 6? Two International Program events were recently featured on the show--the September Concert and the Fiesta de Independencia! [Watch here](#) (coverage of our events starts around minute 6:40).

If you have an upcoming event or activity you would like us to mention in the newsletter, please email [Natalie Betts](#). Please submit events by the 10th of the month you wish to have your event featured.

### Featured International News Story: [U.S. Exports Rise to Record as Trade Deficit Shrinks](#) *The New York Times*

Amidst a gloomy economic climate, exports are standing out as a bright spot in the American economy. The Department of Commerce recently reported that exports reached a record-breaking \$178 billion in July, helping the United States to shrink its trade deficit by 13.1%, according to the [New York Times](#).

For our part, the Austin-Round Rock exported nearly [\\$4 billion of goods](#) in the first half of 2010 (the most recent period for which data is available). Our region's primary global markets are Taiwan, South Korea, Mexico, China, Japan, Malaysia, and Canada.

Is your business taking advantage of these growing opportunities for U.S. products and services in foreign markets? If you haven't yet explored the export potential of your business, make sure to sign up for October's International Trade Education Series class: [Introduction to Exports](#).

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

#### Active Power

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

Active Power designs and manufactures continuous power solutions and critical backup power systems that enable datacenters and other mission critical operations to remain 'on' 24 hours a day, seven days a week. Our solutions provide industry leading energy and space efficiencies, high reliability, and are economically green, all to the financial benefit of the customer.

Global customers are served via Austin at the company's state-of-the-art, ISO 9001:2008 registered manufacturing and test facility and four regional operations centers located in Evesham, United Kingdom; Osterode, Germany; Tokyo, Japan; and Beijing, China. Active Power focuses its marketing and customer acquisition efforts in 13 global regions supported by its headquarters in Austin and these four operations centers.

We structured these centers to provide local sales and service, applications engineering, containerization, integration, and product testing for our continuous power and infrastructure solutions business. In terms of sales, 29 percent of our revenue in fiscal 2010 derived from sales outside of the United States and we expect this trend to continue.

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

[Automated Export System Compliance Seminar and Training](#)

[Green Growth Opportunities in Europe's Green Tech Sector](#)

[Council of Supply Chain Management Professionals Central Texas Roundtable](#)

[Multicultural Leadership Engagement: Strategies for an Inclusive Board](#)

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[Austin Sister Cities International Shopping Benefit Night at Ten Thousand Villages](#)

[UTSA Has New Consultant Based in Austin](#)

[National Export Initiative Webinars](#)



### Cultural Events

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

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](#)

### October 1-30

Art Across the Americas Exhibit  
Free  
Nettie Lee Benson Latin American Collection Library

The Austin-Lima Sister Cities Committee presents this exhibit of Peruvian and North American art. Art work sales from the exhibition will go to the artists and to the Center for Adolescent Mothers, in Lima, Peru.  
[Learn more](#)

Active Power continues to expand its international efforts and put in place sales resources to more effectively export product, but this approach brings with it challenges and obstacles. These include dependence on local channel partners and compliance with multiple, conflicting, and changing government laws and regulations.

ISO certified processes help keep the company focused on consistency and excellence in manufacturing and shipping logistics. Our sales approach in the past was to have U.S. based Active Power personnel travel to international markets to sell products or rely solely on distributors particularly in larger markets. We quickly learned this wasn't an effective approach due to commercial and culture differences. We now have operations centers and native personnel in a number of international markets to directly address and more effectively handle these challenges.

With many of the new markets we've entered, we take the time to put in place all critical elements including a direct sales team, service capability, demonstration capability, and logistics; otherwise, it demonstrates to customers a lack of commitment on the company's part.

### How has expanding to international markets benefited Active Power?

Active Power has been able to increase sales volume and diversify and broaden distribution channels worldwide due to its international expansion efforts. In Europe for example, we continue to show success as our business is up 108 percent in absolute dollar terms for the first half of 2011 compared to the same period in 2010.

As part of our commercialization strategy launched in 2005 and five year strategic growth plan put in place last year, the future growth of the business will continue to rely on our ability to expand on existing relationships with distributors and also identify and develop new distribution channels for our products and solutions.

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

Take the time to understand how certain sales channels are structured in international markets and identify the most efficient means to reach the customer, particularly those geographies an organization chooses not to deploy direct sales resources. For example, the distribution channels we initially established in Europe were significantly different versus our approach in Asia. In Asia, distribution partners quickly enabled us to meet prospective customers as we put our own employees in place in this region.

In Europe, many customers purchased product directly from Active Power as opposed to working through a distribution partner. In the United States, manufacturing representatives and direct sales are the dominant channels. These third party representatives – manufacturing representatives and distributors – are not nearly as prevalent in Europe and Asia.

### What's next for Active Power?

The next five years will see Active Power executing against its first five year strategic plan, taking the company to the next level of sustainable revenue growth and profitability on an annualized basis. We'll focus on value added initiatives in key markets, applications, and geographies where we can effectively serve customers. More specifically, we will:

- Focus on our solutions infrastructure business
- Leverage our global operation centers to expand penetration in 13 key trading markets
- Engage the company's direct, third party, OEM, and IT partners channels
- Launch a next generation flywheel system in 2012, enabling the company to compete in larger power applications
- Develop even more solution oriented systems for mission critical applications to enhance the client operating environment

## Non-Profit Spotlight: WOWi

*The [Windows of Wonder Institute \(WOWi\)](#), a 501c3 organization under the Austin Community Foundation umbrella, uniquely combines ART + WEB + LEARNING to build and connect communities locally, regionally, and globally. WOWi project teams and the WOWi community create new types of interactive digital media environments that are designed to evoke wonder, insight, and a sense of connection for improving the lives of targeted WOWi audiences. To serve the project teams, its content contributors, and its subscriber audiences, WOWi supplies training and support, an Internet accessible library of thematic media, and the means to generate custom interactive displays. Executive Director Kim Smith answered our questions about this unique organization.*

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

WOWi was founded a year ago with the idea of using digital media and the web to create environments to improve the lives of people unable or no longer able to experience much of the world directly. This includes the elderly in retirement communities, children in hospitals, daycare centers and disadvantaged schools, and others.

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

WOWi currently has two projects underway. The WOWipad Elderart Project seeks to build communities at the local level among the elderly, while the "Angkor Wat Digital School Project" seeks to build communities at a global

### October 15

Turkic Food and Craft Fair  
12:00-6:00 pm  
Free Admission  
Raindrop Turkish House

At this family-friendly, culture-rich event, you will be able to watch demonstrations of the Turkish art of marbling, sample delicious finger foods, and find holiday gifts for your loved ones! All proceeds will go toward restoration efforts in Bastrop County.  
[Learn more](#)

### October 15

Orun Monthly Music Series with Os Alquimistas  
10:00 pm- 1:00 am  
Orun Center for Cultural Arts  
13th and Cedar

Os Alquimistas bring their blend of American Funk and Soul with Brazilian grooves. Proceeds will help both the Orun Center to keep carrying its mission of educating under-privileged youth through Capoeira as well as help Os Alquimistas garner funds to complete their full length album.  
[Learn more](#)

### October 22

Día de los Muertos Festival  
2:00-10:00 pm  
Free  
Downtown & Plaza Saltillo

Mexic-Arte Museum is celebrating its 28th Annual Día de los Muertos – Austin's largest and longest-running Day of the Dead festival featuring Latino artists and entertainment, educational art activities, and a grand procession in the heart of downtown. Volunteers, vendors, and procession participants are currently being recruited.  
[Learn more](#)

### October 24

United Nations Association, Austin Chapter Annual Anniversary Dinner  
6:00 pm  
\$20  
Green Pastures Restaurant

This event will celebrate 66 years of the United Nations. The theme of the dinner's program will be "The United Nations: In Everyone's Interest."  
[Learn more](#)  
[RSVP](#)

### October 27

Hispanic Month Celebration  
6:30 pm  
Free  
Club Roial

Casa De España Austin, Greater Austin Hispanic Chamber of Commerce (GAHCC), HALA, Hispanic Austin Leadership Alumni, Equino Tercero, Costa Rica

level.

In February 2012, WOWi will open a digital media window between Austin and Angkor Wat, Cambodia. To do this, WOWi will take a digital media team to Cambodia to begin training students at the Ponheary Ly Foundation School in the use of digital media tools. Ponheary Ly, for whom the foundation is named and who in 2010 was a CNN Hero, has dedicated her life to educating Cambodian children in order that they may some day play a productive role in today's world. WOWi will assist Ponheary Ly toward this goal by initiating a program to teach her students a broad range of digital media skills that are increasingly essential for success in the 21st century.

Using the same set of digital media tools, groups of students in Austin will engage in creative exchanges with the students in Cambodia that involve learning on both sides of the "window" through which these exchanges take place. At the other end of the age spectrum, residents in several retirement communities will have a firsthand view on large screens of this exchange and will themselves engage in creative exchange. Other Austin audiences and venues are in the discussion stage.

This first international event will mark the start of a long-term project that will eventually produce a free standing digital media training program in Cambodia, run entirely by Cambodians. Follow-up events will include continuing training and mentoring over the Internet and regular return visits by the WOWi team. It will also include a second large event in March or April when WOWi will display in Austin the full range of content collected while in Cambodia. This display will occur simultaneously in multiple venues and will include high definition photographs and video of the Angkor Wat temples displayed in large, multi-screen, interactive environments.

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

WOWi is a new organization and the "Angkor Wat 'Digital' School Project" is it's first international effort. Angkor Wat was chosen as a result of a trip to Cambodia two years ago by Dr. Kim Smith and his wife, where they saw first hand the needs of Cambodian children. Angkor Wat was further cemented as the first project site through an opportunity to partner with the Ponheary Ly Foundation school. This made it even more practical to simultaneously enrich two world communities -one in Austin and the other in Cambodia.

This first project in Cambodia is a proof-of-concept effort. The goal is to create an ART + WEB + LEARNING platform that can then be deployed anywhere in the world, uniquely tailored to specific locations. Successful deployment will require cultural understanding and connection, so WOWi will increasingly reach out to local international communities for guidance and support. Regarding this current project, local members of the Cambodian community and those specifically interested in Cambodia are invited to contact WOWi now.

#### What are the opportunities for getting involved with WOWi?

WOWi is seeking strategic partnerships with other organizations and groups with complementary goals. For instance, WOWi is seeking school partners in Austin to participate in the two week web exchange and learning event with the Ponheary Ly Foundation school in February. And for that same time period, WOWi is also seeking to partner with with several retirement communities in Austin to participate in the web exchange and to be among the first to see on large displays the team's high end digital recordings of the Angkor Wat temples.

Volunteers are being sought to help manage and facilitate various aspects of this project, both in Austin and in Angkor Wat. Volunteers should have skills in some area like photography, video production, storytelling, data management, education, or the digital arts, and have an interest in learning about and working with other cultures.

## Connect to Global Entrepreneurs with the ImagineNations Network

Are you a young entrepreneur with a global mindset? Do you want to connect with others like you and benefit from international entrepreneurial expertise?

Check out the [ImagineNations Network](#)-- a social networking platform for entrepreneurs to connect to their peers, supporters, NGOs, financing sources, commercial outlets and others committed to building businesses and livelihoods around the world.

## Workshops, Classes, and Networking Events

### October 12-13

Automated Export System Compliance Seminar and PClick Training  
U.S. Census Bureau  
Seminar: \$275  
Training: \$60  
Dallas, TX

How well do you know the Foreign Trade Regulations (FTR) and the Automated Export System (AES)? Are you up to date on recent clarifications? Do you understand how to classify your commodities? It is imperative that you understand the new requirements of the FTR so you can avoid possible penalties and seizure of your commodities. Attending this educational seminar

Esquina Tango, Costa Rica Club, Puerto Rican Club and more will celebrate "The Hispanic Month" and meet the GAHCC Board of Directors and Ambassadors. Registration Required. [Learn more and register](#)



## Conferences

### 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](#)

### Oct. 31- Nov. 4

14th World Lake Conference  
\$500 full conference,  
\$200 students,  
\$125 1-day  
Austin Convention Center

This conference provides an interactive international forum for the exchange of knowledge and experiences on important lake and reservoir science, management and governance issues.

[Learn more](#)

[Register](#)

### November 3-6

National District Export Council Conference:  
Exporting Creates Jobs  
Caesars Palace, Las Vegas  
\$495

This event will focus on enabling attendees and exhibitors to increase their exporting initiatives. The conference features an International Pavilion Exhibition Hall, U.S. Commerce staff from around the world and Consuls General from more than 30 countries.

[Learn more](#)

[Register](#)

### November 7-8

Texas Economic Recovery Conference  
The Driskill  
\$395 Small Businesses & Gov't Employees  
\$1,195 Service Providers

Our office's own Director, Kevin Johns, and Deputy Director, Rodney Gonzales, will be speaking on strategic

and workshop will provide you with the information to assist you with the exporting process.

[Learn more](#)

[Register](#)

### October 18

Green Growth Opportunities in Europe for the Green Tech Sector:  
New French Environmental Legislation for Smarter Cities  
8:00 am- 10:00 am  
The Headliners Club

The Honorable Frédéric Bontems, Consul General of France in Houston, the Invest in France Agency and the Austin Chamber of Commerce are hosting a breakfast seminar to discuss France's competitive environmental legislative framework and related development opportunities for companies operating in a range of sectors, from energy and transportation, to construction and waste management. If your business is interested in expanding to France, click the link below to request an invitation to this event.

[Learn more](#)

### October 18

Council of Supply Chain Management Professionals Central Texas Roundtable  
The U.S. Department of Commerce in Austin, TX: How Can They Help You Expand Your Business?  
Speaker: Karen Parker  
11:30 am-1:00 pm  
\$35 Members, \$40 Members, \$15 Students (includes lunch and dessert)  
Maggiano's Little Italy, 10910 Domain Dr.

Karen Parker, director of the Austin U.S. Export Assistance Center, will provide an update on export trends in Austin and how the U.S. Department of Commerce can help companies expand their international business.

[Learn more](#)

[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](#)

### October 20

Multicultural Leadership Engagement: Strategies for an Inclusive Board  
Speaker: Armando Rayo, United Way  
5:30-8:30 pm  
Free  
Cultural Arts Division Offices, 201 E. 2nd Street

Does your nonprofit board of directors reflect your community? Do you want to have a more inclusive and multicultural board? Multicultural Leadership Engagement will give you the tools to develop relationships with multicultural leaders in the community, increase the awareness with existing board members of the importance of a diverse and inclusive board and provide strategies that will make your board more multicultural and relevant to your community.

[Learn more](#)

[Register](#)

### 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](#)

### October 26

Doing Business in Germany and Europe: Facts, Opportunities, Challenges  
11:30 am- 1:00 pm  
Free  
The University of Texas Club

This lunch seminar will provide information on what the German State of Bavaria has to offer U.S. companies. In addition, it will offer expert advice and first-hand experience on how to set up and grow your business in Europe. RSVP required; please [RSVP](#) by October 19th.

priorities for economic development and public-private partnerships.

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



## Trade Missions

### December 5-9

Renewable Energy and Energy Efficiency Executive Business Development Mission to Turkey  
U.S. Dept of Commerce  
Ankara, Istanbul, and Izmir  
Application Deadline:  
October 17  
\$3,285 SMEs/ \$4,055 large firms

Turkey's rapidly expanding economy, the growing purchasing power of industry and consumers, and its effort to join the European Union have attracted the increasing attention of American exporters. The U.S. Department of Commerce has identified Turkey as one of a handful of priority markets worldwide, which will focus U.S. trade and project finance resources to support American business activity in this dynamic country  
[Learn more](#)

### April 22-28, 2012

Automotive Parts and Components Business Development Mission to Russia  
U.S. Dept of Commerce  
Moscow, St. Petersburg, and Samara  
Application Deadline:  
January 6, 2012  
\$4,652 SMEs/ \$5,401 large firms

This mission is designed to provide an opportunity to explore Russia's rapidly expanding car and truck assembly market to a diverse cross section of companies selling goods and services into the automotive sector. As the richest of the BRIC countries, Russia remains one of the most promising markets for U.S. exporters. Sales of cars and trucks in Russia are currently growing at an annual rate of 30 percent.  
[Learn more](#)

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

### November 16

Small Business Global Export Forum  
7:30 am-2:45 pm  
\$50 (includes continental breakfast and lunch)  
Texas State University- Round Rock Higher Education Center  
Avery Building, Room 256

This event will feature presentations on accessing capital, locating foreign partners, targeting international markets, international finance, and more. The morning session will focus on export finance with the afternoon focusing on export readiness and resources. Speakers include representatives from the Export-Import Bank, the U.S. Small Business Administration, the UTSA International Trade Center, and the U.S. Export Assistance Center.  
[Learn more](#)

### November 17 & 18

Capital de las Oportunidades  
Radisson Hotel Town Lake

This event is designed to help Latin American investors interested in Austin with their relocation or expansion plans. If you are a service provider for international businesses in Austin and would like to participate in this event, please [email](#) the Greater Austin Hispanic Chamber of Commerce. To sign up for an expo table, click the link below.  
[Learn more](#)

### November 29 & 30

Complying With U.S. Export Controls  
Hosted by Austin Community College and Austin U.S. Export Assistance Center, Dept of Commerce  
AT & T Executive Education and Conference Center

This two-day program is led by Bureau of Industry and Security's (BIS) professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know in order to comply with U.S. export control requirements on commercial goods.  
[Learn more and register.](#)

## News and Announcements

On **October 14th** 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.

Interested in expanding to **Japan**? The Japan External Trade Organization ([JETRO](#)) has a **new subsidy program** supporting the establishment of new high-value added sites in Japan, such as headquarters or R&D sites. Subsidies of up to 1/2 of costs for small and medium-sized businesses and 1/3 for large businesses are available. Apply by **October 31st**. [Find out more.](#)

On **November 10th**, local fair trade retailer [Ten Thousand Villages](#) on South Congress will be hosting a **Shopping Benefit Night for Austin Sister Cities International**. A portion of the proceeds from purchases made between **5:00 and 9:00 pm** will support the local committees that foster friendly relationships and cultural understanding between Austin and our Sister Cities around the globe. Stop by on November 10th to purchase fair trade items for your home, do some early holiday shopping, and support this vital member of Austin's international non-profit community!

The International Trade Center at the University of Texas-San Antonio now has a **full-time trade consultant** based right here in Austin! Lisa McDonald is available to help local businesses with their import and export needs. Contact her at (512)-517-8873 or [Lisa.mcdonald@utsa.edu](mailto:Lisa.mcdonald@utsa.edu).

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.

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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