

# 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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## SEPTEMBER 2011

It has been an eventful month for the City of Austin International Program. We welcomed an artists' delegation from Xiamen, China and a group of young political leaders from Taiwan to City Hall. A delegation from the Suvarnabhumi International Airport in Bangkok, Thailand visited Austin to sign a Memorandum of Understanding with Austin-Bergstrom International Airport about collaborating on best practices.

We saw the crowds stream in for the [Premios Texas](#) music awards, which was broadcast live from the Long Center. We also saw the strength of our Sister Cities Program represented at [The September Concert](#), which commemorated the 10th anniversary of September 11th and reminded us all of the importance of promoting understanding between nations. Local children's choirs [U Better Sing](#) and the [Austin Children's Choir](#) performed at this great event.

The next month looks just as jam-packed with international business and cultural events, so make sure to check out the calendar on the left to see what's in store for the Austin international community!

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.

We want to hear from you! Feel free to provide feedback on the recent 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

### DMX

*Without realizing it, you have probably heard DMX's music. This Austin company provides the music you hear while shopping or dining with their clients, which range from Burger King to Valentino. For this month's business profile, Senior Vice President of Operations Danny Gillespie answered our questions about the international business of this Austin-based music and branding powerhouse.*

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

DMX is a global provider of branding services ranging from in-store sensory (audio, visual, scent) to out-of-store interactive (mobile web, mobile messaging, customer loyalty, events and promotions). We have music playing in all corners of the globe and most recently added locations in Kazakhstan, Mongolia, Bangladesh and the Ukraine.

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

We have two main areas of export compliance that are challenging. The first is the certifications for our music player. It is a custom designed product and we have to get emissions and electrical safety certifications for every country where we install the player. The second is the logistics of shipping the devices to specific locations within certain countries. Each country has its own personality when it comes to the customs process. In some our product has little to no import duty and arrives within days of its departure from the U.S. In others there are several layers of duty and tax and the product gets detained for inspection because it has digital media (SD card or hard disk drive).

[The Texas-Israel Cleanovation Conference](#)

[Rice Alliance Energy & Clean Technology Venture Forum](#)

[World Smart Cities Forum](#)

[U.S.-Mexico Border Energy Forum](#)

[National District Export Council Conference](#)

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

[Introduction to Imports](#)

[Expanding Business Operations to Germany](#)

[Exporting to South Korea Seminar](#)

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[Introduction to Exports](#)

[CGBP Exam Prep Course](#)

[Small Business Global Export Access Forum](#)

[Trade and Investment Mission to South Korea](#)

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

[German Consul General Mobile Office Hours](#)

[National Export Initiative Webinars](#)

[Consul General of India in Houston Has A New Office](#)

[BYD eBus Roadshow at City Hall](#)



### 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](#)

**September 13**  
Moles: The Aromas and  
Flavors of Mexico  
6:00-7:00

### How has expanding to international markets benefited DMX?

International expansion has provided several benefits for DMX. First and foremost it has allowed us to expand our relationships with our existing customers. Many of the iconic brand clients that we serve are global and our international capabilities allow us to meet their needs around the world. We work closely with them to deliver a consistent brand experience and, in many cases, integrate localized content for specific markets as required. For us, this has led to stronger customer relationships and additional revenue opportunities. It has also provided an avenue for new content acquisition for our music designers and this allows them to design with a broader and more diverse base of music.

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

Understand the complexities of the country into which you plan to expand. Ensure that any distributors that you use have the proper local business licenses and that they are able to assist with any importation issues that may be encountered. Also understand the market and the marketing required. The western aesthetic does not always play well in other markets. Avail yourself of the local and federal resources to that can provide information – the [Austin U.S. Export Assistance Center](#) is a great place to start.

### What's next for DMX?

Music on the moon :) We will continue to expand our existing markets globally as well as add to our product line in the US. Many of our U.S.-based customers are expanding throughout the globe and we will provide them with regional flavors for their in-store experience.

## Non-Profit Spotlight: [GlobalAustin](#)

*Formerly the International Hospitality Council of Austin, GlobalAustin has been welcoming international visitors and residents in Austin since 1960. Executive Director Margie Kidd answered our questions about this enduring Austin non-profit institution.*

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

The International Hospitality Council of Austin (now GlobalAustin) was established in 1960 to provide a "family away from home" for international students at The University of Texas. Remember – in 1960, there was no internet that prospective students could consult to learn about life in the United States, Texas and Austin. International phone calls were extremely expensive and e-mails did not exist. International students, many of whom were living away from home and family for the first time, often felt isolated and they missed their families terribly.

The concept of the "host family" was born – with the support of the Austin Rotary Club, the Pan American Round Table and the Junior League of Austin. The IHCA was housed in the International Office at UT, an arrangement that continued for 40 years. The 'Host Family Program' started with about 10 families but grew rapidly to more than 50 families who 'adopted' these students from faraway lands as an extension of their families.

The organization celebrated it's 50th anniversary this year – and began the next 50 years as GlobalAustin.

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

GlobalAustin is the local contact agency for the U.S. Department of State and partners with the National Council for International Visitors. Through the Department of State International Visitor Leadership Program (IVLP), we receive more than 375 distinguished visitors each year. These visitors are established or emerging leaders from various countries, selected by U.S. Embassies. The emphasis of the program is people-to-people contact between these selected visitors and the local communities they visit. Their programs may include one-on-one meetings, seminars, media interviews and dinners in homes where international visitors can experience Texas hospitality and learn more about American culture in an informal atmosphere.

Three weeks ago, we revived an old program: [Coffee Mornings for International Spouses](#). We welcome the spouses of employees of multi-national companies; spouses of students, visiting faculty and researchers at all area universities; refugees; and anyone else who considers themselves an "international spouse."

6:00-7:30 pm  
Free  
Blanton Auditorium  
Speaker: Patricia Quintana

Renowned Mexican chef Patricia Quintana explores the history of *moles*, the rich pre-Hispanic sauces that are a cornerstone of Mexican cooking. Presentation from 6:00-7:00, with a reception and book signing following from 7:00-7:30. Limited seating.  
[Learn more](#)

**September 13**  
American by Choice, Not By Birth  
7:00-9:00 pm  
Free  
Ragsdale Center  
St. Edward's University

The Multicultural Leadership Board presents a panel discussion as part of "United We Stand" week. Be a part of a post 9/11 dialogue as we look at how the face of the immigrant and the American have transformed within the past ten years.  
[Learn more](#)

**September 13**  
Remembering the Heroes of 9/11  
7:00 pm  
Raindrop Turkish House

Join the Texas Turkish American Chamber of Commerce in remembering the heroes of 9/11. Lt. Jack Morrissey and his team from Austin Fire Station 8 will help the audience understand what the heroes of 9/11 might have been thinking when they ran into the flaming building to save lives.

**September 14**  
Political Ties Party and Auction  
6:00-8:30 pm  
\$25  
French Legation Museum

This evening of fun and fundraising includes a light supper, champagne, a political paraphernalia auction, and a chance to enter a raffle for a week stay in Villefranche-sur-Mer. RSVP required.  
[Buy tickets](#)

**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

Citizen Diplomacy Receptions occur once a month, with international visitors to Austin as our guests of honor. Our first reception was last March with 6 journalists from Japan. This was the evening before we learned of the massive earthquake in Japan. Our [next reception](#) will welcome 10 visitors from the Balkans – Bosnia-Herzegovina, Croatia, Macedonia and Serbia.

We are working with World Learning, a D.C.-based non-profit organization – to bring four participants in their Legislative Fellows Exchange Program to Austin. GlobalAustin will arrange for home stays and opportunities to interact with and shadow legislative staff members. The participants are members of Parliament from Sri Lanka, Nepal, the Kyrgyz Republic and Tajikistan.

We also continue to match interested international students with interested host families, and provide scholarships for study abroad and international students here in Austin.

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

I've learned that the international community in Austin is large and diverse. We serve many constituencies in many ways. Cooperating and sharing our strengths will make the entire community more effective.

### **What are the opportunities for getting involved with GlobalAustin?**

GlobalAustin is always looking for volunteers who enjoy meeting international visitors and contributing to a better world, one handshake at a time. We are looking for those who wish to welcome a stranger and send home a friend. Volunteers are needed to help with the coffee mornings – to help with program planning, the logistics of setting up and cleaning up, providing home baked goodies, or just coming to the coffee mornings.

We also need volunteers who will invite a visitor into their home for a meal or who would enjoy being a host family to a student or visiting scholar. We need volunteers who will provide short-term home stays for visitors in special programs such as the Legislative Fellows Exchange.

*Those interested in one or more of these volunteer opportunities can [email Margie Kidd](#).*

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## **Cultural Interviews with Foreign Executives Available from UT**

Is your company interested in doing business in China, Japan, Turkey, Germany, or Spanish- and Portuguese-speaking countries? If so, the [University of Texas Language Center](#) has a valuable resource available for you: an extensive set of cultural interviews with professionals from these regions. Gain insight on appropriate business greetings, the integration of meals and religion into the work day, negotiation norms, and much more.

Click below for the region of interest to you. Videos and transcripts in several languages are available.

[Spanish](#)  
[Portuguese](#)  
[China](#)  
[Japan](#)  
[Turkey](#)  
[Germany](#)

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## **Workshops, Classes, and Networking Events**

**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 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 11.30 am to 12:00 pm followed by dialogue led by Anna Katrina Davey from 12-1pm. Feel free to bring your lunch!

**September 21**

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 17**  
Austin Mid-Autumn Festival  
6:00-9:00 pm  
Free  
Texas Capitol South Gate

This Chinese festival will  
feature traditional music,  
dance performance, a photo  
exhibition, a raffle, and free  
moon cake for the first 300  
attendees.  
[Learn more](#)

**September 20**  
Texas Along the Caminos  
Reales  
7:00-8:30 pm  
Main Building, Maloney  
Room  
St. Edward's University

The Royal Road of Texas is a  
historic landmark which spans  
Spanish, Mexican and early  
American history. Speakers  
will discuss how natural  
pathways became El Camino  
Real. The development of  
the Royal Road was  
enormously influential in the  
development of Texas.  
[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  
City Hall, this exhibit will  
reside at the UT Club until  
September 30th.  
[RSVP](#)

**October 1**  
2011 Aki Matsuri Japanese  
Fall Festival  
12:30- 4:30 pm  
Free for JAGSA Members  
and those under age 18  
\$5 for non-members  
O. Henry Middle School

Visitors will enjoy a range of  
Japanese food, drink sampler,  
Yukata photo booth,  
calligraphy, origami, and  
Japanese games and  
entertainment. There will be  
a Silent Auction for items  
such as gift certificates for

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](#)

**September 29**  
GlobalAustin Citizen Diplomacy Reception and Networking Event  
6:00- 8:00 pm  
Marker 10, Hyatt Regency Hotel

As a Citizen Diplomat, meet ten distinguished visitors from  
the Balkans – Bosnia-Herzegovina, Croatia, Macedonia and Serbia – at this  
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 Economic  
Development and Entrepreneurship. Complimentary parking and appetizers.  
[Learn more](#)

**September 27**  
Expanding Business Operations to Germany  
12:00 -1:30 PM  
Four Seasons Hotel

If you are looking to expand business operations in Europe, this event will  
help you see why the Frankfurt area of Germany may be the best option for  
your company. Speakers will outline the resources available to your  
company within Europe's largest market.  
[Learn more](#)

**September 27**  
U.S. Commercial Service and the Prairie View A&M University Seminar on  
Exporting to South Korea  
10:00 am- 2:00 pm  
\$50 (includes lunch)  
PVAMU Northwest Campus, Room 107  
9449 Grant Road,  
Houston, TX 77070

South Korea is the 5th largest export market for Texas with annual  
exports totaling \$5.3 billion. Identify the best markets in South Korea and  
learn how to take advantage of them. The seminar will feature a series of  
presentations on global business topics. Registration deadline is September  
23rd.

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

**September 28**  
Now Is the Time to Export to the Middle East! Webinar  
\$45  
11:00 am CST

Learn about exporting to Saudi Arabia, Jordan and Bahrain via this U.S.  
Commercial Service webinar. The Middle East's economic growth has  
created opportunities for U.S. companies in a number of infrastructure  
sectors including electrical power, telecommunications, aviation, and  
renewable energy. The Middle East continues to look for U.S. suppliers of  
automotive parts, medical products, information technologies, and  
educational services.  
[Learn more and register](#)

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

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

Japanese restaurants, art collections, Anime conference tickets, kimono, airline tickets, and more!  
[Learn more](#)

### October 1-30

Art Across the Americas Exhibit  
Artists' Reception on October 1  
6:00-9:00 pm  
Free  
Nettie Lee Benson Latin American Collection Library

The Austin-Lima Sister Cities Committee presents this exhibit of Peruvian and North American art. Consul General of Peru Sr. Carlos Polo will be a special guest at the artists' reception on Oct. 1, where music and refreshments will be provided. Art work sales from the exhibition will go to the artists and to the Center for Adolescent Mothers, in Lima, Peru.  
[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](#)



### Conferences

#### 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

### 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](#)

### 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@austinctc.edu](mailto:ibi@austinctc.edu) or call 512-223-0390.  
[Learn more](#)

### November 16

Small Business Export Forum  
7:30 am-2:45 pm  
\$50 (includes 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](#)

## 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**. Last year, three of the 11 winners were Texas companies!  
[Learn more](#)  
[Nomination Form](#)

On **September 16th** 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.

The **Consulate General of India in Houston** has relocated to its own building at 4300 Scotland Street, Houston, Texas 77007. Their telephone numbers and email addresses have not changed.

## Stop by City Hall on September 20th to see the BYD eBus

The BYD eBus Roadshow will be making a stop at City Hall on Tuesday, **September 20th from 10:00 am- 3:00 pm**. The 40 foot, zero emission eBus will be on display and open to the public. Take a tour and learn about this battery-powered bus.

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](#)

**October 5th**

World Smart Cities Forum  
2011  
\$80 (Exhibit Area: Free)  
Hyatt Regency Austin

This forum, presented by Nikkei 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](#)

**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](#)



**Trade Missions**

**October 7-15**

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

BYD is a Chinese automaker with backing from Warren Buffet. BYD is the producer of the world's first mass market plug-in hybrid vehicle.

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

\$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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