



Linking Austin with Communities
and Businesses Around the World



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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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FEBRUARY 2012

2012 is off to a great start for the International Economic Development Program: In late January, [Mayor Lee Leffingwell led a delegation](#) of nine **high-tech Austin companies** to visit Tech City, the "**Silicon Valley**" of **London**. All the companies learned about how to expand their businesses to the UK and met with the UK companies who will be visiting Austin for **SXSW**.

While there, the Mayor also signed a [Friendship City agreement with the Borough of Hackney](#), which is home to Tech City and many **2012 Olympic Games** events. We are looking forward to many more productive exchanges between Austin and Hackney. You can find out why Austin and Hackney are natural partners [in this blog post](#) from Andy Jones of Small World Labs, one of the mission delegates.

We're also excited that the City of Austin has launched its **new website**, [Austintexas.gov](#)! On the new site, you can [download](#) PDFs of recent FYII newsletters, [view videos](#) of international delegation visits, and easily learn about all our [Sister and Friendship Cities](#).

The new site can also be easily **translated into many languages** with Google Translate. Just scroll to the bottom of any page and click the button on the left that says "Translate." [Here's](#) our home page in Spanish! Keep in mind that, as with any machine translation, the conversions are not context-sensitive and the City of Austin does not guarantee the accuracy of translated text on its website.

January also saw Austin and our Sister City, [Taichung, Taiwan](#), sharing the honor of being named among the [Top 7 Intelligent Communities](#) of the Year.

This edition of the newsletter features local business [Ultra Electronics](#), non-profit [Hostelling International](#), and our Sister City of [Lima, Peru](#). You'll find many opportunities to learn more about the United States' new free trade agreements with Colombia and Panama--[a luncheon here in Austin](#), a [conference](#) in San Antonio, and [a webinar](#) hosted by the Department of Commerce. There are also two upcoming International Trade Education Series classes to look out for: one on [using social media to reach international markets](#), and a course on [export finance](#).

We want to hear from you! If you have an upcoming event or activity you would like us to mention in the newsletter, please email [Natalie Betts](#). Typically, we ask you to submit events by the 10th of the month. However, in order to provide information about the many events occurring during SXSW in our next newsletter, **please submit your March newsletter events by March 7th**. 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

This month we are happy to be featuring local business [Ultra Electronics Advanced Tactical Systems](#). In this profile, President John McAlonan talks about the challenges of exporting products that require an export license, the upfront work required to begin selling in a new market, and how expanding to international markets can make your product more competitive at home.

Ultra Electronics

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

We face a number of challenges selling our products to international customers. Most importantly, our products are considered Significant Military Equipment under the International Traffic in Arms Regulation. We must obtain export licenses before we can have any discussions with international customers. Once we obtain a contract, we then have to get an additional

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export license to deliver our product. In some cases, a third license is required to provide additional services to go along with the product.

To deal with all of our export restrictions we have a full-time export controls specialist. We train all employees in the business on export regulations. The other significant challenge we face when exporting our products is the long sales cycle. It is not uncommon for us to realize our first order after 10 years of effort in a country. We spend a considerable amount of energy looking for the right partners and the right customers. We also do our best to adapt as much as possible to the local culture.

How has expanding to international markets benefited your company?

Besides the growth that comes with additional sales, we have benefited from expanding into international markets by making our products more effective in the domestic market by adding the features and capabilities that international customers need. We have also seen that some of our international customers are more willing to purchase a larger, more complex system than what we typically sell to our domestic customers.

How many jobs at Ultra Electronics are related to exports?

We have a single export controls specialist. We have several people in the business that work on export-related contracts.

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

For businesses that sell products that are regulated under Department of State export regulations it is never too early to engage the US Government on export licensing. To that point, you are better off being proactive with a strong export controls system so that you can prevent a future problem that could cost more than the value of any export sales.

What's next for Ultra Electronics?

We will continue to rely on exports to be a key element of our growth strategy. We're working on getting as much of our technology covered by a commercial commodity jurisdiction to minimize the barriers to exporting.

Non-Profit Profile of the Month: Hostelling International Austin

Hostelling International Austin is a non-profit 501(c) 3 educational organization, and is a member of the worldwide organization Hostelling International. Their mission is "to help all, especially the young, gain a greater understanding of the world and its people through hostelling." Hostelling International Austin operates a 47-bed hostel located on the shores of Lady Bird Lake. The organization also hosts free monthly travel classes, organizes educational programs to encourage youth to learn about culture and diversity, offers travel scholarships, sponsors travel clubs, and gives back to the community by hosting Keep Austin Beautiful Clean Sweeps every other month. Executive Director **Kassi Darakhshan** answered our questions about this organization and its involvement in Austin's international community.

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

Hostelling International Austin, formerly known as American Youth Hostels (AYH) opened its hostel doors in 1989. The building that is now the hostel was formerly an indoor swimming pool. The facility was acquired by the city and given to the Austin Parks and Recreation Department. The Parks Director then, Charles Jordan, offered the building to the Southwest Texas Council of American Youth Hostels to renovate into a youth hostel. Members of the American Youth Hostel organization, professional architects and contractors and community volunteers worked to renovate the hostel. Funds were raised with an annual Tug of Honor across Town Lake.

Hostelling International Austin continues to be a partner with the City of Austin Parks and Recreation Department and has been utilizing the facility as a successful hostel operation for over 22 years.

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

We have a bunch of exciting events coming up!

- Tuesday, February 7th we are hosting a World Travel 101 Class at REI Downtown from 6:30-8:00 pm
- Saturday, February 11th in partnership with Keep Austin Beautiful we



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](#)

February 15

Rakugo Performance
7:00 pm
\$10 adults, \$5 youth, 12 and under free
Tokyo Electron Lobby

Artist Kokontei Kikushin will perform Rakugo - traditional Japanese Storytelling Comedy- in Japanese.

[Learn more](#)
[RSVP](#)

February 18

Chamber Ensemble of the Shanghai Chinese Orchestra
8:00 pm
\$10- 28
Bass Concert Hall

This performance is presented in partnership with the Asian American Cultural Center. There will be a welcome reception for the ensemble on February 17th, 6:30 pm, at the Asian American Cultural Center. RSVP for the reception [here](#).

[Learn more](#)
[Buy tickets](#)

February 26-27

Institute for Interfaith Dialogue's Exhibition of Islamic Heritage
10:00 am- 6:00 pm
Free
Raindrop Turkish House

Browse more than 120 posters and images of Islamic science, art, and documents at your own pace. Learn the answers to questions such as "Why are the numbers we use today called Arabic numerals?" Enjoy a cup of Turkish coffee and sweeten it with Turkish delight.

February 28

Tao: The Art of the Drum
8:00 pm
\$29-65
The Long Center

Athletic bodies and

are hosting a park clean up at the hostel from 9-11 am

- Thursday, February 16th we are hosting a Volunteer Meet and Greet at the hostel. This is a great event for people interested in volunteering with our organization. This event will be from 6:30-8:00 pm. Snacks provided!
- Wednesday, February 22nd we are hosting Happy Hour & Travel Tales: Ireland at Fados Irish Pub from 5:30-7:00 pm
- Tuesday, March 6th we are hosting a Women Traveling Solo Travel Class at REI Gateway from 6:30-8:00 pm
- Wednesday, March 14th Beer, Bands & BBQ at the hostel from 12-4 pm
- Saturday, April 14th in partnership with Keep Austin Beautiful we will be participating in Clean Sweep from 9-11 am

Visit our web site www.hiaustin.org for more details!

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

We have a strong and thriving community who values multiculturalism and our cities international visitors.

We have developed many great partnerships within the community who value supporting our international guests, as well as the community education programs we provide to boost cultural awareness and appreciation. Our partners include the City of Austin Parks and Recreation Department, REI, Girl Scouts of Central Texas, YWCA and Keep Austin Beautiful to name a few. We also have several local businesses that offer discounts to our international guests, which is very much appreciated by travelers on a budget.

What are the opportunities for getting involved with Hostelling International?

If you are interested in attending any of our events please check out our event calendar on our web site and sign up for our newsletter. You can sign up for our newsletter on our web site at www.hiaustin.org

Hostelling International Austin offers several volunteer opportunities, including teaching travel classes, leading excursions for guests, cooking community meals at the hostel, hostel maintenance projects and group projects. If you enjoy working with youth we also offer opportunities to assist with our Cultural Kitchen and Community Walls education programs. If you are interested in volunteering please visit our web site for more details www.hiaustin.org

If you are interested in becoming a Hostelling International USA member, you can learn more about the membership perks at www.hiusa.org/membership.

Sister City Spotlight: Lima, Peru

Austin and Lima have been Sister Cities for three decades. Lima, the capital of Peru, is home to over 30% of the country's population in its metropolitan region. Lima is a center of finance and industry and is home to the Callao seaport. The Historic Center of Lima, which encompasses many of Lima's historic monuments, is a [UNESCO World Heritage Site](#).

The [Austin-Lima Sister Cities Committee](#) provides cultural and humanitarian exchange opportunities for citizens of both cities. Every October, the committee holds the Art Across the Americas exhibit that showcases Peruvian artwork here in Austin. The committee's counterpart in Lima also holds art expos for artists from Austin.

The committee is also heavily involved with the Centro de Madres Adolescentes, a Lima non-profit organization that supports teenage mothers. The committee has sponsored the creation of a library at the center and collected book donations from Austin to stock the shelves. The committee also supports schools in Lima through collecting donated school supplies.

The Sister City relationship between Austin and Lima has created an educational exchange as well: Austin Community College has a summer study abroad program in Lima focused on archeology, anthropology, and culture.

The Austin-Lima 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 [Carol Hayman](#).

contemporary costumes meet explosive Taiko drumming in this young and vibrantly contemporary take on a traditional Japanese art form. This show is presented in partnership with the Asian-American Cultural Center.

[Learn more](#)

March 3

Austin Classical Guitar Society's International Concert Series:
Berta Rojas
8:00 pm
\$25-50

Northwest Hills United Methodist Church

Renowned for her flawless technique and innate musicality, Berta Rojas is one of the most celebrated classical guitarists in the world today. Ms. Rojas is a musician who moves easily between classical and other musical genres. Born in Paraguay, she has captivated music lovers on her frequent tours in the Americas, Europe and Asia.

[Learn more](#)
[Buy tickets](#)

March 8

International Women's Day Celebration
6:30-9:00 pm
\$20 (includes dinner)
Chateau Bellevue, Austin Women's Club
Main Dining Room

The United Nations Association USA- Austin Chapter hosts this celebration of International Women's Day. It is a day when women are recognized for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic or political.

Please RSVP by March 5.

[RSVP](#)



Conferences

February 16

U.S.-Colombia Conference
\$65
Double Tree Hotel-Airport
San Antonio, TX

The U.S.-Colombia Free Trade Agreement will strengthen both the U.S. and Colombian economies by increasing exports and imports. This conference will inform new-to-export and new-to-market firms on the current opportunities that exist in Colombia and how the US-Colombia Free Trade Agreement can make their products more competitive. A brief overview of common distribution channels, marketing, sales strategies, and best market opportunities will be included.

[Learn more](#)

Featured International News Story: Obama Seeks Power to Merge Trade, Commerce Agencies

Associated Press via Chicago Tribune

In mid-January, President Obama announced that he was seeking power to reorganize the government, and his first project would be to consolidate federal trade, commerce, and small business agencies. The president has proposed to combine 6 entities into one agency dedicated to helping businesses succeed. The entities in question are: the [Department of Commerce's](#) core business and trade functions; the [Small Business Administration](#); the [Office of the U.S. Trade Representative](#); the [Export-Import Bank](#); the [Overseas Private Investment Corporation](#); and the [Trade and Development Agency](#).

Workshops, Classes, and Networking Events

February 16

The Maquiladora Supplier Day
Free for Companies Matching Material Needs
El Paso, TX

Meet with three companies that are responsible for purchasing material for 38 manufacturing plants in Mexico. They will take one-on-one meetings with USA manufacturers at the Supplier Day event. For more details and a list of the materials the maquiladoras are interested in sourcing, please email Robert.Queen@trade.gov, cc: Karen.Parker@trade.gov. This event is free if your company matches the materials in demand.

February 17

Export Opportunities to Colombia with the Upcoming Free Trade Agreement
11:30 am-1:00 pm
\$30
\$20 for Chamber Members and Austin USEAC Clients
The Headliners Club

The Greater Austin Chamber of Commerce, the City of Austin, and the U.S. Department of Commerce invite you to attend a lunch event in Austin on February 17th event. Please join us to learn about opportunities for U.S. companies that want to export and do business in Colombia. Guest speaker Cameron Werker from the U.S. Commercial Service will give an overview of Colombia including marketing and destitution, and the best opportunities for U.S. companies. Robert Athuis, President of Lynxs Cargo Port Bogota, will offer a business perspective on doing business in Colombia.

[Learn more and register](#)

2:00-4:00 pm

Optional One-On-One Meetings with Senior Commercial Officer of the U.S. Embassy Bogota, Colombia, will be available after the program on a first-come-first-serve basis for U.S. exporting companies. This will be at another downtown location. Please contact Karen Parker for more information at 512-916-5939.

February 22

Japan: One Year After
4:00-5:45 pm, reception following
Free
AT&T Executive Education and Conference Center

JETRO, CIBER, and the Consulate-General of Japan in Houston invite you to hear two distinguished speakers discuss the aftermath of Japan's 2011 earthquake and tsunami. The speakers will be former US Ambassador J. Thomas Schieffer and Ray Tanguay, Senior Managing Officer for Toyota Motor Corporation. RSVP required due to limited seating.

[Learn more](#)
[RSVP](#)

February 23

Reaching International Markets Through Social Media
9:00-11:30 am
\$35
201 E. 2nd Street

This International Trade Education Series session will explore how exporting companies may use the internet and social media to gain exposure to new markets and contacts. Attendees will learn the different ways in which social media is utilized by businesses that intend to export or are currently exporting. The featured speakers will be Brenda Hall of Bridge360 and Elizabeth Quintanilla of EQ Consultants. Only 30 seats available.

[Learn more and register](#)

February 23

Colombia and Panama FTA's in Latin America: Realities and Opportunities

[Register](#)

March 8

Global Coworking
Unconference Conference
Austin, TX
\$50, before Jan. 15,
\$100 after
AT&T Conference Center

This conference will give the coworking community an opportunity to engage in person with one another, share purpose and passion, and refresh our energy in the process. GCUC will embrace the varying mindsets in the Coworking community by running both an "Unconference" track and a more structured conference track.

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

April 16

U.S. Dep't of Commerce
Global Matchmaking and
International Reception at
the 2012 NAB Show
6:00-8:00 pm
\$295 before February 16th,
\$350 after
Las Vegas Convention Center
Las Vegas, NV

The U.S. Dep't of Commerce and NAB have teamed up to provide NAB exhibitors and attendees an opportunity to exhibit at the [2012 NAB Show](#) (April 14-19) during the international reception.

This is an opportunity to showcase your products and services to potential international partners and buyers. The U.S. Dep't of Commerce will bring buyer delegations to the reception from Australia, Brazil, Colombia, Ecuador, Egypt, France, Indonesia, Iraq, Mexico, New Zealand, Philippines, Slovak Republic, Singapore, Spain, Taiwan, Turkey, and Venezuela (subject to change).

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

April 24-25

ACCESS 2012: International
Trade Forum
\$350 early bird, \$425 after
March 1
Thunderbird School of
Management
Glendale, AZ

Learn about trends and development opportunities in Africa, the Middle East, and South Asia regions at this U.S. Department of Commerce two-day business forum. Meet individually with Commercial Officers from 20 countries from these regions. Concurrent sessions covering country and industry specific information and opportunities.

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

May 13-16

ALACAT 2012
\$675 members, \$775 non-
members
Mariott Rivercenter Hotel
San Antonio, TX

The XXIX Congress and Expo
of the Federation of Freight
Forwarders, Logistics

Webinar
1:00-2:00 pm (CST)
\$15

This one-hour webinar is packed with information on the business climate, market opportunities and how to finance them in both Colombia and Panama. Free Trade Agreements with these countries were recently signed for good reasons: Colombia is the 3rd largest economy in Central and South America and Panama is not only a maritime and air transport hub, but an international trading, banking and services center par excellence. Hear first-hand experience from Caterpillar Latin America offering their perspective on doing business in the region. Learn about how to finance your exports with the help of a speaker from the Export Import Bank of the United States offering suggestions on how to optimize your business deals in the region.

[Learn more and register](#)

February 28

AAACC and TEAAN Joint Networking Event
5:30-8:00 pm
Free
Mikado

The Austin Asian American Chamber of Commerce (AAACC) is teaming up with the Texas Exes Asian Alumni Network (TEAAN) to help you increase your business network. Don't miss this opportunity to meet great people and learn more about both organizations. RSVP Required.

[Learn more](#)
[RSVP](#)

February 28-29

Automated Export Compliance AES Seminar and Workshop
Seminar: Feb. 28 8:00 am- 5:00 pm
\$249
Workshop: Feb 29 8:00 am-11:30 am or 1:30 pm- 5:00 pm
\$75
University of Texas at San Antonio

It is important you understand the current requirements of the Foreign Trade Regulations (FTR) and how to avoid penalties and possible seizure of your commodities. In addition it is vital to provide accurate and complete data in efforts to help the trade make sound business decisions. Federal Regulations require mandatory filing of export information through the Automated Export System (AES) or through the AESDirect for all shipments where a Shipper's Export Declaration was previously required. Penalties may be imposed per violation of the FTR. In accordance with the FTR, all parties to the export transaction are subject to the fines and penalties. Additionally, all AES filers are faced with new filing deadlines by mode of transportation for reporting export information.

[Learn more](#)

March 1

Greater Austin Hispanic Chamber of Commerce Power Networking Breakfast
7:00-9:00 am
\$15 members, \$25 non-members
Holiday Inn- Midtown

Power Networking Breakfast is back-join the GAHCC for a fast-paced, energy-infused networking event. Meet new contacts, make new contacts and reconnect with friends. This month will feature Flynn Nogueira, owner of Del Fuego, as the networking facilitator.

[Learn more and register](#)

March 1

Market Access UK: Harnessing Opportunities for Success in the UK Medical
Technology Market
11:00 am
Free, RSVP Required
University of Texas JJ Pickle Research Campus
The Commons Building, Stadium Room

UK Trade and Investment is hosting this Market Access Lunch and Learn Programme focused on the life sciences. Topics will include conducting clinical research in the UK, strategies to enter the National Health Service, health economics and reimbursement in the UK, and achieving a CE Mark to access the EU market.

[RSVP](#)

March 7

Introduction to Foreign Trade Regulations
\$15
1:00-2:00 pm
Webinar

This webinar will provide the basics for understanding the reporting requirements found in the Foreign Trade Regulations and will be presented

Operators and Cargo Agents of Latin America and the Caribbean (ALACAT) is a forum for supply chain professionals involved in global trade with a focus on Latin America. Presentations by industry speakers, interactive discussions and networking with industry professionals from around the world will be the order of the day.
[Learn more](#)
[Register](#)



Trade Missions

April 22-27

Export Green Trade Mission to Brazil: Energy and Environment
 Sao Paulo, Recife and/or Rio de Janeiro
 Gold Key: \$1,300
 Gold Key Plus: \$1,800

U.S. companies are invited to participate in this trade mission: a great opportunity for companies in the energy and environment sectors interested in identifying new prospects and expand their business activities to the Brazilian market. This multi-faceted event will offer a combination of one-on-one matchmaking arranged by the U.S. Dep't of Commerce professionals in Brazil; networking opportunities, and meetings with key industry associations.
[Learn more](#)

April 23-27

Hannover Messe 2012
 Texas Delegation
 Hannover, Germany

This event combines eight trade shows: Energy, Mobiltec, Digital Factory, Industrial Automation, Industrial Supply, ColITechnica, Industrial GreenTec, and Research and Technology. Hannover Messe 2011 attracted over 230,000 visitors and over 6,500 businesses from 65 countries exhibited their products. This is a great opportunity to showcase your technology on a global stage, find international business partners, and grow your network.
[Learn more](#)

To join the Texas delegation to Hannover Messe, [click here](#).

May 14-15

Health Care Technology, Policy, and Trade Mission to Mexico City
 Application Deadline-March 9
 \$755 SMEs, \$805 large firms

As part of this world-class delegation of U.S. healthcare technology firms, you will meet with Mexican policy makers and regulators, network with industry thought-leaders and

requirements from the foreign trade regulations and will be presented by the U.S. Bureau of the Census, Foreign Trade Division. Learn about export documentation legal requirements. Learn what documents need to be filed and when. Learn how to file through the AES system. Submit questions for the presenter in advance to ensure your issues are raised! Ref "Foreign Trade Regulations Webinar" and send to doug.barry@trade.gov. This webinar is part of the U.S. Department of Commerce's [Basics of Exporting](#) Series.

[Learn more and register](#)

March 9

Welcome Reception for Singaporean Tech and Gaming Delegation
 2:30-5:00 pm
 Free
 El Sol y La Luna (600 E. 6th Street)

A delegation of Singaporean tech and gaming companies will be coming to Austin for SXSW. The Austin Asian American Chamber of Commerce will be hosting them for a welcome event. You will get the opportunity to hear Steven Tong of IDA (Singapore's Infocomm Development Authority) speak on the opportunities in Asia and Eve Richter of the City of Austin give an overview of the opportunities for Technology companies and entrepreneurs in Austin. Attendees will also be given time to network and take a tour of GoLab.

[Learn more and register](#)

March 9

Citizen Diplomacy Reception and Networking Event
 5:30-7:30 pm
 Free
 Market 10, Hyatt Regency

GlobalAustin invites you to meet Mr. Titus Caius Poenaru from Romania at this networking event and reception. Mr. Poenaru is a Policy Adviser to the Alliance of Liberals and Democrats for Europe (ALDE) Group of the European Union Parliament. Complimentary parking and light appetizers will be provided.

[Learn more](#)

March 21

Export Finance
 9:00-11:30 am
 \$35
 201 E. 2nd Street

This International Trade Education Series session will discuss finance programs offered by the Small Business Administration and the Export Import Bank of the United States. Topics include working capital, financing foreign sales or insuring foreign receivables.

[Learn more and register](#)

March 24-May 12

Certificated Global Business Professional (CGBP) Exam Prep Course
 Registration ends March 7th
 Saturday's 9:00 am-2:10pm

The International Business Institute at ACC is offering a course 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. The CGBP designation demonstrates an individual's ability to conduct global business. Topics include: Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance.

[Learn more](#)

March 28

Korea and the United States:
 Global Partners, Security and New Business Opportunities
 Save the Date

GlobalAustin, the Greater Austin Chamber of Commerce and The Korea Society invite you to be their guest at a luncheon discussion of "Korea and the United States: Global Partners, Security and New Business Opportunities," which will address political, security and economic developments on the Korean Peninsula. Look for details in our March FYII newsletter!
[Learn more](#)

April 4

Identifying and Validating Your International Market Prospects
 9:00-11:30 am
 \$35
 201 E. 2nd Street

This International Trade Education Series session will discuss the resources available to assist your company in identifying the best international markets

decision-makers, and visit some of Mexico's top healthcare institutions. Best prospects include automation hardware and software, electronic health records, imaging data transfer and storage, specialty medical instruments, diagnostic medical equipment, and real-time data access through websites and mobile devices.

[Learn more](#)

May 14-22

Trade Winds- Asia Business Development Conference and Trade Mission
U.S. Dept of Commerce
Singapore, Thailand, Malaysia, Indonesia, Vietnam
\$1,950-\$3,950 SMEs
\$2,850-\$4,850 large firms

As an official U.S. Dept of Commerce conference and multi-sector trade mission, the Trade Winds Forum is your company's connection to business opportunities in Asia! Singapore, an ideal launching point for expansion throughout the region, will be the host city for Trade Winds Asia. A series of [webinars](#) on Asian markets will precede the mission.

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

June 4-7

Energy Efficiency Trade Mission to Russia
St. Petersburg and Moscow
Application Deadline-
March 30
\$2,650 SMEs, \$3,200 large firms
Lodging may be included

New Russian laws requiring a 40% reduction in energy intensity by 2020 and a new Climate Change Policy are stimulating the market in Russia for energy efficiency technologies and solutions that improve and sustain the environment.

On this U.S. Dep't of Commerce trade mission, firms will meet with potential buyers and partners one-on-one, and with Russian government officials, be hosted at networking events, and learn the local business culture.

[Learn more](#)

To find out about more multicultural events happening in Austin, [visit the Austin International Experience calendar](#).

for your business, and the most effective manner in which to position your company to enter those markets.

Speakers: Lisa McDonald, International Trade Center at UTSA and Karen Parker, USDOC Austin Export Assistance Center
[Learn more and register](#)

News and Announcements

In October, our ["Thinking Local, Going Global" business profile](#) focused on **Active Power**. According to the [Austin-American Statesman](#), Active Power recently received a **\$10 million order from a leading power distributor in Switzerland**. Congratulations to Active Power for its continued success in international markets!

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.](#)

The World Customs Organization's **recommended changes to the Harmonized System have taken effect**. There are 204 recommended amendments. As of January 31, 2012, using old HS codes will result in transaction failures for AES filing. [Learn more](#) from the U.S. Department of Commerce.

The **Austin Asian American Chamber of Commerce** will be going to Taiwan in February. If you are interested in **connecting with companies in Taiwan**, or learning more about doing business in Taiwan please contact AAACC at aaacc@austinaacc.org or 512-407-8240.

You can now use **Google** for **international market research**. Google [Global Market Finder](#) uses data from Internet searches conducted around the world to show the number of times people search for your keywords in Arabic, Chinese, English, or one of 56 languages.

The [Free Trade Alliance](#) in San Antonio is accepting applications for its [Export Leaders Program](#). Participants will develop and implement a global export strategy through a six-month program which involves seminars, workshops, trade missions and match-making. Cost: \$2150/\$2650, excluding mission costs. The deadline to apply is **February 15th**.

U.S. Customs and Immigration Services (**USCIS**) will host its **first national Chinese-language public engagement on February 16th**. This engagement is the first in a series called **"Jiao Liu"** — meaning "engagement" in Chinese. It will be modeled after the agency's successful quarterly Spanish-language "Enlaces," and expand the agency's **ongoing efforts to engage directly** with customers to provide information and answer questions about benefits and services. [Learn more from USCIS](#).

The **National Association of Japan-America Societies** is accepting applications for the Summer 2012 [Keizai Koho Center Teacher Fellowship](#). This **ten day study tour** provides teachers a unique chance to learn about contemporary Japanese society, economy, business and education, arranged by a highly respected Institute. Roundtable discussions between Japanese teachers and the participants, as well as business leaders, will also be arranged. Application deadline: **February 17th**.

Baylor University is looking for [project sponsors](#) for this summer's **i5 (Immersion Into International Interdisciplinary Innovation)** program. Teams of top business students help sponsors to evaluate and create the "story" needed to tell others about their technology based venture.

On **February 24th** 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.

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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