



- Determine or review:
  - Market potential for your product or service
  - in a particular country
  - Market entry strategy
  - Marketing materials
- Know your competition:
  - Competitive market analysis and competitor pricing information
  - Company/competitor profiles
- Find key contacts, organizations and events:
  - Agent/distributor searches
  - Lists of potential partners
  - Appointment with agents, distributors or partners while visiting the country
  - Liaison between your company and in-country organizations
  - Identify and assist with trade shows

**Get your product or service in the international market.**

October 3rd Agenda		October 4th Agenda	
7:30 am	Registration/Continental Breakfast	8:00 am	Registration/Continental Breakfast
8:00 am	Export Controls	9:00 am	CTD New Initiatives and updates
	Bob Imbrani, Team Worldwide		Robin Fisher and Scott Conrad
12:00 pm	Lunch, provided	10:00 am	One-on-One Meeting Appointments
1:00 pm	European Standards & Directives, CE Marking	12:30 pm	Lunch, Open Networking
	Gonzalo Manchego and Daniel Assmus, CITRA		One-on-One Meeting Appointments
3:00 pm	ROHS	1:30 pm	One-on-One Meeting Appointments
	Ted Daigneault, Wintronics	3:00 pm	Press Conference
5:00 pm	Adjourn		
6:00 pm	Welcome Reception - State Overseas Contractors		

# Pennsylvania International Week

Visiting the Northwest Region October 3-4, 2006

**Network with specialists**

**Explore markets**

**Gain insight**

**October 3-4, 2006**

**"Bringing the World to YOU!"**



October 3rd

**Export Controls:** This half-day program on October 3rd will cover the essentials on export compliance for every U.S. exporter. When you complete this program you will have a full understanding of the Export Administration Regulations, understand the Commercial Control List, ITAR Regulations and license applications procedures.

**European Standards and Directives:** Also on October 3rd, learn about European standards and directives, including CE Marking (we will also touch on China CCC Marking), WEEE (waste electrical and electronic equipment) and ROHS (restriction of the use of certain hazardous substances in electrical and electronic equipment). These standards will affect companies producing and shipping products and components into the European Union.



October 4th

**Individual Meeting Appointments with the State's Overseas Contractors for Export Trade:** Don't miss the opportunity to access the world's top markets through the state's international marketing program. On October 4th, meet with Pennsylvania's 16 contractors for export trade during one-on-one meeting appointments. Your company will benefit by meeting **individually** with the representatives to discuss market potential, learn about your competitors, find key contacts, and learn about international organizations and events.

The global economy is here and new business opportunities await across international borders! The question is not "should a company consider exporting?," but a question of "**how and where?**" Access the knowledge and support from Pennsylvania's 16 trade representatives!

Visit with other service providers, such as attorneys and logistics specialists, who volunteer their time and expertise on October 4th. Free counseling and valuable information is available on technical aspects such as International Patent Protection, Phytosanitary Issues for Wood Packaging Material (ISPM-15), INCOTERMS, Export Documentation, and Export Financing.



Service Providers: Gary Carver, Carver International; Jon L. Woodard, MacDonald Illig Jones & Britton LLP; Scott Conrad, Department of Community and Economic Development (DCED)/Center for Trade Development (CTD); Curt Hassler, Appalachian Hardwood Center; Alan Andrews, PNC Bank; Glenn Thompson, Culbertson, Weiss, Schetroma and Schug, P.C.; Government Contracting and Business Financing Specialists, Northwest Commission; Center for International Regulatory Assistance (CITRA), Duquesne University

*Available Trade Representatives*

Australia	Chile	Japan	South Africa
Beijing (China)	Czech Republic	Mexico	South Korea
Brazil	Germany	Shanghai (China)	Taiwan
Canada	India	Singapore	United Kingdom

Registration Confirmation Form; Deadline: September 22nd!



Company: \_\_\_\_\_

Attendee(s) Names: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Oct.3

Please indicate the events you are planning to attend on October 3rd  
(no cover charges, but registration required)

- 8:00 am \_\_\_\_\_ Export Controls
- 12:00 pm \_\_\_\_\_ Lunch
- 1:00 pm \_\_\_\_\_ Presentation on European Standards & Directives, CE Marking
- 3:00 pm \_\_\_\_\_ ROHS
- 6:00 pm \_\_\_\_\_ Welcome Reception for PA Contractors

Oct.4

9:00 am \_\_\_\_\_ CTD New Initiatives Presentations on Export Financing, Market Access Grants, Emerging Markets and Trade Events. (check if you will be attending)

One-on-one appointments on October 4th will run from 10:00 am -12:30 pm and 1:30 pm - 3:00 pm. Appointments are scheduled on a first-come first-served basis, and are 30 minutes in length. **Please indicate and rank which contractor(s) you would like to meet with, rating 1 as the highest priority.**

- |                       |                      |                        |                      |
|-----------------------|----------------------|------------------------|----------------------|
| _____ Australia       | _____ Chile          | _____ Japan            | _____ South Africa   |
| _____ Beijing (China) | _____ Czech Republic | _____ Mexico           | _____ South Korea    |
| _____ Brazil          | _____ Germany        | _____ Shanghai (China) | _____ Taiwan         |
| _____ Canada          | _____ India          | _____ Singapore        | _____ United Kingdom |

Please fax this registration form to the Northwest Commission at 814.677.7663 by September 22, 2006. For additional information, please contact Dorte Heffernan at 814.677.4800 x110 or dorte@nwcommission.org

