



## RESOURCES FOR GOING GLOBAL

Below are upcoming U.S. Commercial Service initiatives designed to connect you to business opportunities around the world. Please scroll down to learn more about each opportunity.

- 1) Event: [5th Annual International Trade Conference - Hot Market Watch: Selling to Brazil, China and India](#)
- 2) Event: [The Americas Business Trade Mission to Mexico](#)
- 3) Event: [Boost Your Service Exports by Connecting with Chinese Investors](#)
- 4) [Export Promotion Magazine Offers 50% Discount for New Advertisers](#)

If you have any questions about these initiatives, please contact your local U.S. Commercial Service trade specialist. To find the trade specialist nearest you please visit <http://www.buyusa.gov/home/us.html>

### **Event: 5th Annual International Trade Conference - Hot Market Watch: Selling to Brazil, China and India**

**Venue:** Duke Energy Center, Cincinnati, OH 45202

**Date/Time:** October 19, 2010; 7:00am-5:00pm

**Cost:** \$150/\$125 for additional company representatives

**Learn more/register:** <http://www.buyusa.gov/cincinnati/conference.html>

Organized by U.S. Commercial Service Cincinnati, this year's conference will provide market updates, tools, and resources for companies interested in selling to or expanding further into these countries. Presenters will include U.S. Department of Commerce international trade experts, as well as international companies and organizations sharing their expertise and resources for Brazil, China and India. In addition to conference plenary sessions, there will be over 10 break-out sessions to choose from. Selected topics for each country will include: market overviews; economic outlooks; customs and logistics; financial considerations; legal considerations; taxation/accounting; regulations; second-tier cities in China and India; and company experiences. For more information, please contact [Marcia.Brandstadt@trade.gov](mailto:Marcia.Brandstadt@trade.gov)

### **Event: The Americas Business Trade Mission to Mexico**

**Venue:** Mexico City and Monterrey (optional second stop), Mexico

**Date:** October 25-28, 2010

**Learn more/register:** <http://www.buyusa.gov/pacificsouth/mexicotm.html>

Organized by the U.S. Commercial Service of the International Trade Administration, U.S. Department of Commerce, this event will be led by a senior Department of Commerce official. Mexico is the second largest market in the world for U.S. exports. Given the magnitude of trade between the United States and Mexico, there are abundant opportunities for U.S. firms in Mexico. For more information, please contact [delia.valdivia@trade.gov](mailto:delia.valdivia@trade.gov) or telephone: 310.235.7203 or [julianne.hennessy@trade.gov](mailto:julianne.hennessy@trade.gov) telephone: 310.235.7206.

### **Event: Boost Your Service Exports by Connecting with Chinese Investors**

**Venue:** U.S. Embassy Beijing Online "AccessAmerica" Directory

**Date:** 2010

**Learn more/register:** <http://www.buyusa.gov/china/en>

"走进美国" "AccessAmerica" is the U.S. Department of Commerce's online Chinese-language directory of U.S. firms that provide customized services to Chinese companies that want to conduct business in the U.S., including finding partners and setting up offices. It is promoted extensively throughout China in cooperation with our State and other partners. All U.S. states are invited to partner with us to facilitate service exports and inward investment. AccessAmerica is featured on the U.S. Embassy Chinese webpage which has 100,000 hits per month; and it is featured at Invest in America programs in the U.S. and China. Your listing will include company information, company logo, and contact details, all translated into Chinese, for a one-year subscription fee of \$400. Increase your visibility in China and boost your PRC client base. For more information, please contact [julie.carducci@mail.doc.gov](mailto:julie.carducci@mail.doc.gov).

**Export Promotion Magazine Offers 50% Discount for New Advertisers**

Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, offers exporters an inexpensive way to promote their products and services in 178 countries worldwide. New advertisers can take advantage of a 50% discount on published one-time rates in Commercial News USA, and receive a free listing ad, translated into Spanish. Place an ad in the November-December 2010 issue of Commercial News USA at the standard 1-time rate and you will receive a free listing ad in the Spanish language special insert in the January-February 2011 issue. (Discount offer does not include Black and White or Showcase Ads). Commercial News USA reaches more than a quarter million buyers worldwide in print and online. For more information, contact your U.S. Commercial Service trade specialist, or call 1-800-581-8533, x 822, go online to <http://www.thinkglobal.us>, or send e-mail to [advertise@thinkglobal.us](mailto:advertise@thinkglobal.us).

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