

CITY OF AUSTIN INTERNATIONAL PROGRAM

Linking Austin with Communities
and Businesses Around the World



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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AUGUST 2012



Kyoshi Yamauchi of Nimi, Japan stands at the Austin table at the Sister Cities International 56th Annual Conference. Mr. Yamauchi was one of the raffle recipients of two Austin gift bags.

[Austin's oldest sister city.](#)

We also received a delegation from Costa Rica, who were interested in starting [the process](#) for the city of San Ramon become a sister city with Austin. The delegation included Dr. Jose Zaglul, president of [EARTH University](#) in San Jose, Costa Rica, who was invited to Austin by Whole Foods. Whole Foods sells bananas and other sustainable food products from EARTH University. The trip was organized by the Community Action Alliance of Costa Rica, and you can see more pictures from the trip [on their website](#).

We have a bit of a role reversal in our profiles this month: our featured non-profit is the [Alhambra-U.S. Chamber of Commerce](#) which promotes international commerce while the business we're profiling, [Hotels for Hope](#), is centered around making contributions to charitable non-profits. Read on to find out more about these unique entities.

We want to hear from you! If you are a non-profit or government entity and have an upcoming international event or activity that you would like us to mention in the newsletter, please email [Natalie Betts](#). Please submit events before **the 10th of the month**.

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. You might notice

This summer has been an exciting time for our office, especially for our Sister Cities Program. Marianne Martinez, the [Sister Cities Program](#) Coordinator for the City of Austin, and Margie Tiedt, the chair of [Austin Sister Cities International](#), traveled to Jacksonville, FL for the annual [Sister Cities International Conference](#). Next year, the conference will be based in San Antonio and the attendees will have the option to spend one day in Austin.

Currently, a group of 25 high school students from our sister city of Gwangmyeong, South Korea is here in Austin. During their four week stay, the students will study Texas history, U.S. business culture, English, and more at Austin Community College's Riverside Campus. You can follow the students' journey at [this blog](#) set up by ACC.

To find out more about Austin's sister cities, check out this article on [12 Things You Didn't Know about Austin's Sister Cities](#), visit [our website](#), or read on for [a spotlight on](#)



Dr. Zaglul speaking at Austin Business Journal Face-2-Face event with ABJ editor Colin Pope.

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[Afro-Brazilian University and African-American Chamber Sign Partnership Agreement](#)

[Homestay Host Needed for Korean Student](#)

[Public Art Project Needs Stones from Asia from Citizens](#)

[International Travel Subsidy Available for Artists](#)

[Honorary Consul General of Germany Office Hours](#)

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](#)

August 14

Polish Movie Night: Vinci

7:00 pm

Free

Austin Public Library, Howson Branch

After several years of serving his sentence, Cuma- a notorious art thief is released from prison due to his poor health. It was all arranged by dealer Gruby who plans a heist of the famous 'Lady with an Ermine' by Leonardo da Vinci. Cuma is contracted to steal the painting. He invites former partner Julian to join the team, not knowing that

that this newsletter looks a little different - we have migrated to a new and improved editor. [Let us know](#) what you think of the changes!

Featured International News: [Austin No. 31 Best U.S. City for Global Trade](#)

Austin Business Journal

The magazine *Global Trade* recently ranked Austin the 31st best city in the U.S. for global trade based on export volume. The magazine also named it the city that was "Most Likely to Succeed" due to its tax structure, incentives, and history of growth. The magazine also said that the city's tech boom competes with Silicon Valley, but with a lower cost of living. [Read the full story from the Austin Business Journal](#) or [check out the original story in Global Trade](#).

To help move Austin up in these rankings, make sure to attend some of the [international business seminars](#) in this month's newsletter. There are great opportunities coming up to learn about international markets, including [Australia](#), [Japan](#), [Spain](#), and [the Arab world](#). You can also find out about exporting considerations for [green products and clean tech](#) and how to use [Incoterms®](#) in international transactions.

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

[Hotels for Hope](#)

[Hotels for Hope](#) is a local business working toward positive social change through the hospitality industry. For every hotel night booked through Hotels for Hope, \$2 are donated to one of [four charities](#). \$1 comes from the hotel, and their contribution is matched by Hotels for Hope. Inspired by TOMS founder Blake Mycoskie's vision for socially responsible business, founder Neil Goldman turned a 2008 project with the [Special Olympics of Texas](#) into a growing international company. In this profile, Neil answers our questions about the challenges and benefits of taking this business global.



Tell us about your company and its international reach:

Hotels for Hope brokers large blocks of hotel rooms for meetings, events, conferences, races, etc... We deal with an international market in two facets. First, our clients require hotel accommodations throughout the world. Our staff is trained to identify global hotels based on value and availability. Secondly, our customer service/call center handles international calls as attendees are looking to secure rooms within our blocks.

What obstacles did you face to doing business in international markets, and how did you overcome them?

When Hotels for Hope first started to work internationally we dealt with many common obstacles. Language barriers were fairly easy to overcome as the hotel industry is used to international travelers and uses relatively standard verbiage. The biggest obstacles centered around accounting for Hotels for Hope and our hotel community. As a company, we have always invoiced based on USD. As we send invoices to international hotels, they are based on today's currency conversions and could change within the NET 30 terms of payment. These logistics, along with identifying how it affected our cash flow were the hardest obstacles to learn and forecast.

How has expanding to international markets benefited Hotels for Hope?

Expanding internationally was always a goal of Hotels for Hope. By having a global footprint of international hotels, and clients, we not only learn new ways of securing business but it also helps grow the brand. Internally, we have identified variances in business practices between the US and other countries and found new/strategic methods to work with customers. Our clients depend on our knowledge and ability to maneuver in these fashions. International connections greatly help with our product offerings and customer service.

his best friend is now a policeman. In Polish with English Subtitles. [Learn more.](#)

August 14
Rhythm on Stage: Bollywood Night
7:00 pm- 10:00 pm
Free
The Long Center

Celebrate Indian Independence Day (August 15) with the Long Center as AGNI Dance teaches this exciting fusion of traditional Indian dance and Western techniques. [Learn more.](#)

June 2-August 19
Many Fold Manifolds Origami Exhibit
\$9 (admission to Wildflower Center)
McDermott Learning Center, Lady Bird Johnson Wildflower Center

As a special treat during the Lady Bird Johnson Centennial, the Wildflower Center offers origami artist extraordinaire Robert J. Lang. With a background in applied physics, Lang brings a unique perspective to the ancient art of paper folding. He is a pioneer in computational origami and the development of formal design algorithms for folding. [Learn more.](#)

August 19
Sushi 101 Class
1:30-3:00 pm
\$30 JASGA members; \$35 non-members
Ryu of Japan

Come meet chef Summer Pruett and learn how to roll your own sushi. This class covers a short study of the essentials of preparing, presenting, and serving rolls and nigiri-zushi. You will also learn Japanese culinary history and culture, how to handle utensils, and how to make the best use of seasonal food in sushi making. [Register by Aug. 17th.](#)

August 20
Annual Dialog and Friendship Reception for Eid ul-Fitr
6:00-7:30 pm
Free
Austin City Hall

Mayor Lee Leffingwell and The Institute of Interfaith Dialog invite you to City Hall for a celebration of the end of Ramadan. Light hors d'oeuvres and drinks will be served while we celebrate diversity and multicultural expression. We all have an important role to play in Austin's overall cultural development and

What tips do you have for other local businesses thinking about expanding their business globally?

Go for it. Do not expect "business as usual." Often times, companies are worried about growing internationally simply based on the fear of unknown. Most entrepreneurs accept this fear and learn to maneuver when challenges are presented. I would anticipate people on the other end of the business transaction are learning as well - therefore, embrace the situation and ask questions along the way.

What's next for Hotels for Hope?

Moving forward, Hotels for Hope will continue our international growth. By connecting with more hotels and clients the H4H brand will expand. Additionally, by Q1 of 2014, we hope to have at least one office in another country.

Non-Profit Profile of the Month:

[Alhambra-U.S. Chamber of Commerce](#)



ALHAMBRA-U.S.
CHAMBER OF COMMERCE

The Alhambra-U.S. Chamber of Commerce is a local non-profit working to promote commerce, scholarship, understanding, and closer relations between Muslim nations and the U.S. International Project Manager Shelley Duran answered our questions.

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

The Chamber was envisioned by Ambassador Sada Cumber in 2009. Following his tenure as US Special Envoy to the Organization of Islamic Cooperation (OIC) he realized there was a significant need for an organization to act as a facilitator, consultant, and force multiplier for other organizations, businesses, and entities seeking to promote commercial, educational, cultural, and diplomatic interaction. Putting together a leadership team with a diverse range of appropriate talents, skills, and experiences the Alhambra US Chamber of Commerce was created to address that need.

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

The Chamber is currently partnering with UTeach Liberal Arts at the University of Texas for a [multi-day mission to Guatemala](#) organized and facilitated by Alhambra. The purpose of this mission is to work with Guatemalan universities, to develop local ESL programs, and promote functionality in English more generally as a pathway to business development and creation of a knowledge economy. Following the success of the [Chamber-organized mission to Saudi Arabia and the United Arab Emirates](#) for UTeach Liberal Arts and UT's Professional Development Center, Alhambra is organizing a return trip to Saudi Arabia and the UAE as well as Turkey. The purpose of the previous mission as well as the upcoming one is to enable each organization within the delegation to promote their offerings and capabilities to local education, governmental, business, and non-profit leaders.

What have you learned about the international community in Austin in your work with the Alhambra-U.S. Chamber of Commerce?

Austin has a rich and diverse international community providing an enthusiastic talent pool for addressing any international project or issue, more importantly Austin's international community genuinely cares not only about promoting and showing their community in a good light but about doing what they can to make the world a better place.

What are the opportunities for getting involved with the Alhambra-U.S. Chamber of Commerce?

The Alhambra US Chamber always welcomes building new relationships with individuals and organizations that share the Chambers goals of promoting meaningful interaction across national, cultural, and linguistic borders. Furthermore, the Chamber makes its services available to all entities, organizations, and individuals seeking a partner to help them accomplish their international goals. Membership in the Chamber is available for interested

Overall cultural development and in the education of our citizens. Parking will be available in the City Hall Parking Garage.

[RSVP by August 17](#)

August 28

Cine de Oro: Vuelven Los Garcia
9:30 am
Free
Mexican-American Cultural Center

This 1947 film by Ismael Rodriguez, *Vuelven Los Garcia* (The Garcias Return), tells the story of two resentful families and the two youths who love them. They will have to choose between the honor of their name, the loyalty between cousins, and the love that is born in their hearts. The film is in Spanish with English subtitles.

[Learn more](#)

September 1
Celebrate Me

Noon- 4:00 pm
Free
George Washington Carver Museum and Cultural Center

Celebrate Me, a multicultural exploration activity, will be presented by the George Washington Carver Museum and Cultural Center. The Austin Chinese Artist Association (ACAA), the biggest Chinese cultural community in Austin, will exhibit a number of Chinese traditional arts, including calligraphy, photography and Chinese tea tasting. In addition, they will present their signature Drum Dance and more unique Chinese folk dances. [Learn more.](#)

September 13

The September Concert
6:00-8:00 pm
Free
Austin City Hall

Join Austin Sister Cities International for this September 11th commemorative concert. You will have a chance to learn about all 12 of Austin's international sister cities.

[RSVP](#)

September 15
Fiesta de la Independencia Celebrations

11:00 am-2:00 pm
Free
Republic Square Park

Come celebrate Mexican Independence Day with Los Texas Wranglers, Consul General Rosalba Ojeda and traditional dances.

6:00 -10:00 pm

entities and individuals providing priority access to our professional networks and services.

Sister City Spotlight: Saltillo, Mexico



Salttillo, Mexico is Austin's longest standing Sister City relationship. The two cities became Sister Cities in 1968 and have since enjoyed a strong history of friendship. They also share a unique place in history: they both have the distinction of serving as capital cities for the great state of Texas. Saltillo was the capital of Coahuila y Tejas from 1824 to 1836 when Texas became a Republic. Austin soon became the capital city of Texas and Saltillo remains the capital of her sister state, Coahuila.

To honor this special relationship, the Austin Saltillo Sister Cities Association worked with the Austin Parks and Recreation Department and designed [Plaza Saltillo](#) in East Austin to resemble a Mexican plaza and named it after our sister city. The City of Saltillo donated the benches that stand in the plaza.

The city of Saltillo was founded in 1577 and is currently home to over 700,000 inhabitants. Saltillo takes pride in its Spanish Colonial architecture, famous tile and serape blankets. Saltillo also has a heavy industrial base, leading the *Wall Street Journal* to call the area a "mini-Detroit."

The Austin-Saltillo Sister Cities Association organizes a unique exchange in the public sector with the fire departments in each city. Each year, Saltillo firefighters receive training in Austin and Austin firefighters receive basic Spanish language instruction in Saltillo. Saltillo has purchased over a dozen surplus fire engines from Austin, and Austin has also donated fire equipment to Saltillo's Cuerpo de Bomberos. The fire safety training has saved lives and enriched the culture of both communities.



Austin firefighters and paramedics graduate from their basic Spanish course in Saltillo, Mexico.

The Austin Saltillo Association has also implemented a fine art exchange programs. Austin City Hall and Mexic-Arte Museum have been home to exhibits by Saltillo artists, and Saltillo has an Artists-in-Residence Program that provides free living space for Austin artists.

The Saltillo sister city relationship presents a great opportunity for Austin businesses interested in expanding into the Mexican market. In July 2011, Saltillo opened a business office at the Universidad Tecnología de Coahuila where Austin businesses may operate at no cost while they test the waters for their business expansion. For more information about this opportunity, please contact [Ben Ramirez](#).

The most recent delegation from Saltillo visited Austin in April 2012. Officials from the Universidad Tecnología de Coahuila and the Universidad Autónoma del Noreste joined by State and City officials came to learn about higher education in Austin. The group met with Her Excellency Rosalba Ojeda, the Consul General of Mexico, and visited the University of Texas Technology Learning Center. The committee is currently planning for a visit by the Mayor of Saltillo in October.

The Austin-Saltillo Sister Cities Association 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 president [Alicia Perez Hodge](#).

Free
Mexican American Cultural
Center

Come celebrate Mexican
Independence Day with charros,
Mariachi Tamazula, and
traditional dances.

October 3-9
Tour of Guatemala
Antigua and Lake Atitlan
\$2,200

Join the Professional
Development Center at UT-
Austin on an exclusive cultural
expedition to Guatemala. This is
a unique opportunity to travel to
historic Antigua, the heart of
Guatemalan and Maya culture,
and Lake Atitlan. Experience the
culture, religion, history and
archaeology of the region with
expert instruction from University
professors and Mesoamerican
scholars. [Learn more.](#)

Conferences

August 29-30
Advanced Export Compliance:
How to Develop an Effective
Management and Compliance
Program
\$446

Sheraton DFW Hotel- Irving, TX

The U.S. Department of
Commerce Bureau of Industry
and Security will present a two-
day export compliance
management seminar. This is
the only official BIS export
compliance program that will be
held in Texas in 2012. The
objective of this program is to
help companies efficiently
manage their export compliance
requirements by implementing
strategies and safeguards that
can minimize the risk of an
export violation. [Learn more](#)

September 12-13
Telecom City Catwalk12 &
DevCon
\$312 1 day, \$567 2 days
Karlskrona, Sweden

At Catwalk and DevCon, leading
players and developers from the
whole ICT industry meet up in
Karlskrona, Sweden to network
and discuss what trends and
technologies that will affect
future business. Listen to
inspirational presentations
about Innovation, Cloud, Internet
of Things and Mobile Payments.
Catwalk offers opportunities to
network and book individual
meetings with other participants.
[Learn more](#)

September 12-13
4th Annual Trade Americas

Seminars and Networking Events

August 15

Taste and Learn: Getting to Know Australia

5:00-6:00 pm

\$35

Online or at 8787 N. Stemmons Fwy, Ste. 240, Dallas, TX

Did you know the US commercial service can assist you to find opportunities and trading partners in Australia? Join our webinar and learn more about what the Australian's market can offer to your company and the advantages of the Free Trade Agreement between US and Australia. Duncan Archibald, Commercial Officer and John Kanawati with the US commercial service in Sydney will host and share with you their expertise. If you're in the Dallas area come to our office where we will be serving barbecue food and we'll share perspectives after the webinar. If you're not in Dallas, well, you can still join us for the informative webinar, but you'll have to imagine the yummy food we'll be serving!

[Learn more and register](#)

August 15

Export Opportunities in the Canadian Wind Market

1:00-2:00 pm

\$75

Webinar

With the focus on wind energy growing and estimates that it will satisfy 55 000 MW (20%) of Canada's electricity demand by 2025, Canadian businesses, municipalities and federal/provincial government(s) are looking for technology that will provide them with tools and systems necessary to further strengthen the wind sector. With high levels of public support, necessary investments of almost 80 billion dollars and 1500 MW of wind generating capacity added in 2012 alone, the wind energy sector is and will be experiencing the highest growth within the Canadian renewable energy sector. This webinar will feature market updates from leading industry experts as well as renewable energy specialist, Ms. Connie Irrera, U.S. Consulate, Montreal.

[Learn more](#)

[Register](#)

August 22

**2012 JETRO Japan Business Seminar: How to Succeed in Japan's
Technology Market**

8:00 am - 10:30 am: Seminar

11:00-1:30 pm: One-on-one consultations

Free, advanced registration required

The Headliner's Club

Is your company planning to expand into the world's second largest technology market? What are the market trends in Japan's technology industries? Which sectors have the greatest growth opportunities? How do you find a Japanese partner? How do you establish a corporate entity in Japan? This Japan Business Seminar will highlight the latest trends and future opportunities in Japan's technology industries with special focus on ICT and Environment/Clean Energy markets. The seminar will also provide the important tips on how to successfully enter the Japanese market. A limited number of individual consultations with JETRO's IT Advisor will be available after the seminar. This seminar is brought to you by the Japan External Trade Organization (JETRO) and the Greater Austin Chamber of Commerce.

[Learn more and register](#)

[Reserve one-on-one consultation](#)

August 22nd and 28th

Preparing for the U.S. Grand Prix- Save the Dates!

August 22- 6:00-7:45 pm

August 28- 8:00-9:45 am

Free

Austin City Hall Council Chambers

The City of Austin wants to ensure that local businesses and organizations are prepared to welcome the estimated 300,000 visitors coming to Austin for the U.S. Grand Prix this November. We will be offering two free training sessions about preparing for the Grand Prix. Each session will cover the same topics.

Registration will be available soon. Topics to be covered include:

- What is Formula 1 (TM) racing?
- Event schedule and fan activities
- Transportation and traffic management
- Serving global consumers
- How to stay informed leading up to and during the event

Business Forum

\$150 1 day, \$250 2 days
Los Angeles, California

The Americas region is one of the fastest growing economic partners of the U.S. Learn what to do and not to do when doing business in the Americas. Hear from seasoned international executives and prominent scholars discuss key issues in the region and how to hone in the opportunities. One-on-one consultations with 14 U.S. Commercial Attaches will be available for companies whose products/services contain at least 51% U.S. content.

[Learn more](#)

September 14-15

Texas Regional Independent Inventors Conference
\$80
UT-Austin Thompson Conference Center

The U.S. Patent and Trademark Office, National Inventors Hall of Fame, and the University of Texas at Austin invite you to get practical advice from successful inventors, entrepreneurs, and intellectual property experts. Speakers include Karen Parker, Director and International Trade Specialist with the Austin U.S. Export Assistance Center and John Calvert, Acting Associate Commissioner for Patents Office of Innovation Development.

[Learn more](#)

September 22

2012 CTAUN Conference and Global Austin Citizen Diplomacy Summit- Promoting Tolerance: Solutions for Change
9:00 am- 4:00 pm
\$50 general, \$25 students
Registration deadline- September 10
Joe C. Thompson Center, UT-Austin

This conference for the Committee on Teaching About the United Nations (CTAUN) will provide an opportunity for educators, community members, and university students to gain knowledge of local and global trends and solutions in an effort to promote tolerance. Throughout this day, there will be keynotes, panelists, breakouts, and an info fair that will explore social, educational, and legal solutions for change.

[Learn more and register](#)

September 24-26
Discover 2012: A U.S. Commercial Service Global Business Forum
\$245
Trump Taj Mahal Hotel

[Learn more and register- August 22nd](#)

[Learn more and register- August 28th](#)

August 23

Opportunities in the Brazilian Solar Market
1:00 - 2:00 pm
\$50
Webinar

In April 2012, Brazil approved the most important piece of new legislation for the solar industry in the country to date. Setting in place regulation for net metering for solar systems up to 1MW and granting utilities an 80% reduction in distribution taxes for power generated by solar plants up to 30MW in size, the regulation gives a significant boost to the country's solar industry which has traditionally relied on off grid projects. As a result of the legislative changes, sector specialists predict a year on year growth rate of over 350% for 2012, with potential triple figure growth until 2014. This webinar will cover drivers for growth, market projections, new projects and how your company can boost sales in the Brazilian solar energy market.

[Learn more](#)

[Register](#)

August 28

Greater Austin Asian Chamber of Commerce Quarterly Networking Event
6:00-8:00 pm
Free
Maggiano's at the Domain

GAACC Networking Events are a great way to meet new people and expand your business contacts.

[RSVP](#)

September 4

The Arab World Unbound: Tapping into the Power of 350 Million Consumers
11:30 am- 1:00 pm
\$20, includes lunch
AT&T Executive Education Conference Center

Collectively the ninth-largest market in the world, the Arab world consists of 22 countries and has more than 350 million consumers. But the Arab market is generally not well understood by outsiders. This is your opportunity to learn about the Arab markets, based on Dr. Vijay Mahajan's first hand research and interviews. Professor Mahajan will peel away Western-world stereotypes of Arab consumers to reveal diverse, vibrant and entrepreneurial consumer markets. Through Mahajan's rich blend of data and anecdotal observations, you will learn how hundreds of local and multinational companies (such as Coca-Cola, Unilever, and Proctor & Gamble) have already learned how to respect the region's culture and religious norms and to create successful businesses in Arab markets. Mahajan will share their successful strategies.

[Learn more and register](#)

September 11-12

Texas Goes Global and Green: How to Take Your Green Tech Global
8:30 am - 4:30 pm
\$75 two days, \$40 one day
Greater San Marcos Partnership
1340 Wonder World Dr. San Marcos, TX

Central Texas small and medium size enterprises with Green Technology products and services now have an opportunity to identify the best target foreign markets and opportunities for their company. This two day conference will provide your company with the knowledge and training to pursue new foreign markets. If your company has been hesitant about expanding internationally but felt there was opportunities outside the U.S., these sessions will identify those markets along with the knowledge skills needed to pursue business outside the U.S.

[Learn more and register](#)

September 12

NAFTA Series- Solutions Scenarios: Inbound Warehouses, Sending Samples to Mexico, Trading Companies
1:00-2:00 pm Central Time
\$25
Webinar

This U.S. Department of Commerce NAFTA webinar will help you understand the benefits of inbound warehouses and trading companies under NAFTA; how

Atlantic City, New Jersey

How do U.S. companies minimize risk and take advantage of emerging markets while continuing to develop new opportunities in mature markets? Join the U.S. Commercial Service in a two-day international business conference featuring high-ranking U.S. government officials and foreign buyers.

[Learn more and register](#)

September 25-27

North America's Super Corridor Coalition, Inc. Conference

\$425 member/ \$375 academia, gov't/ \$475 non-member
Winnipeg, Manitoba

This year's NASCO conference is devoted to Innovations & Security - critical assets to the ongoing success of multi-modal freight transport in North America. Topics covered will include the future of Canadian trade with the world, energy and shale developments, transport innovations, and logistics workforce development.

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

September 27-28

Texas-Africa Business Summit

\$235 One Day, \$450 Two Days
James A. Baker III Institute for Public Policy, Rice University
Houston, TX

The theme of the Second Bi-Annual Texas Africa Business Summit is "Rebranding Africa: Strategic Partnering for Economic Development." The summit's purpose is to initiate mutual public/private partnerships, promote economic growth, integration, and free trade between Texas and Africa. Participants will discover the latest financing options, meet potential business partners, as well as African Ambassadors and key government officials, and learn about the Africa policies of the Obama administration.

[Learn more](#)

October 14-18

U.S. Pavilion at GITEX

Pavilion Stand Cost: \$432 + \$600/sqm
Dubai, UAE

GITEX delivers a leading platform for ICT professionals from around the world to meet and review a phenomenal showcase of leading technology brands, experience a host of interactive features and engage with industry leaders. There are 12 targeted industry sectors,

to send samples to Mexico without any problems and how to arrive at solutions when exporting to Mexico.

[Learn more and register](#)

September 13

Doing Business in Catalonia, Spain

10:30 am- 12:00 pm

Free

201 E. Second Street (corner of 2nd and Brazos)

Is your business thinking about expanding to Europe? Catalonia, a region in northeastern Spain that encompasses Barcelona, boasts an excellent quality of life in a strategic business location. Apresence in Catalonia will give your business easy access to the European, Middle Eastern, North African, and Latin American markets. Invest in Catalonia will also discuss ways their organization can assist you with your expansion.

[RSVP](#)

September 20

Introduction to Incoterms®

9:00 -11:30 am

\$160

201 E. 2nd Street

Incoterms® rules provide internationally accepted definitions and rules of interpretation for most common commercial terms by clarifying the tasks, costs and risks involved in the delivery of goods from sellers to buyers. See how the 2010 revision changed some of the terms and how they work. Included with this session, everyone will receive a copy of the official 2010 ICC Incoterms® publication.

[Learn more and register](#)

October 10

Compliance, Standards and Regulations to Exporting Goods to Mexico

1:00-2:00 pm Central Time

\$25

Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn about the about Mexican Customs compliance measurements under NAFTA. You will also learn about the standards, regulations, proper documentation, authorization and requirements needed when exporting to Mexico.

[Learn more and register](#)

October 27 - December 15

Certificated Global Business Professional (CGBP) Exam Prep Course

Saturday's 9:00 am-3:00 pm.

Registration Ends October 17

International Business Institute at Austin Community College
Highland Business Center

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](#)

Trade Missions

October 15-17

Smart Grid Trade Mission to London

App. deadline - August 17

\$1,200 SMEs, \$2,350 large firms

The UK is the foremost market in the rapidly developing smart grid sector in Europe. This U.S. Dept of Commerce trade mission will help U.S. companies obtain market information, establish business and government contacts, solidify business strategies, and/or advance specific projects.

[Learn more](#)

November 26-30

Multi-Sector Mission to South Africa and Zambia

App. deadline- Oct. 5

\$4,350 SMEs, \$4,900 large firms

including cloud computing, digital media, mobile apps & content, and software solutions.

[Learn more about GITEX](#)
[Learn more about U.S. Pavilion](#)

October 22-24

U.S.-Mexico Border Energy Forum

Hermosillo, Sonora, Mexico

The Border Energy Forum gathers once a year to exchange information about the best ways to produce and consume energy in this fast-growing region, forge new partnerships and help each other work together on the twin goals of economic development and environmental protection and has become a cornerstone of energy policy and program development for the region.

[Learn more](#)

Other Resources

[City of Austin Small Business Development Program](#)

[City of Austin Emerging Technologies Program](#)

[City of Austin Cultural Arts Division](#)

[City of Austin Music Division](#)

[U.S. Department of Commerce Austin Export Assistance Center](#)

[Texas State Small Business Development Center](#)

[UTSA International Trade Center](#)

[Office of the Governor Economic Development Division](#)

[Greater Austin Chamber of Commerce](#)

[Greater Austin Hispanic Chamber of Commerce](#)

[Greater Austin Asian Chamber of Commerce](#)

[Capital City African American Chamber of Commerce](#)

[Austin Gay and Lesbian Chamber of Commerce](#)

The purpose of this trade mission is to deepen trade ties with South Africa and to explore export opportunities to Zambia in the agriculture, mining, energy, and transportation industries. The Commerce Department will help U.S. firms find customers and business partners in Johannesburg and Cape Town, South Africa, and Ndola, and Lusaka, Zambia.

[Learn more](#)

March 10-14, 2013

Trade Mission to Egypt and Kuwait

App. deadline- Dec 14

\$3,350 SMEs, \$4,230 large firms

This U.S. Dep't of Commerce Trade Mission will explore opportunities in the energy, renewable energy, infrastructure and safety and security technology sectors and help participating firms gain market insights, make industry contacts, solidify business strategies, and advance specific projects.

[Learn more](#)

News and Announcements

The **Capital City African American Chamber of Commerce** has signed a Memorandum of Understanding with **Zumbi Dos Palmares**, an historic Afro-Brazilian University in **Sao Paulo, Brazil**. Their partnership will promote educational exchange opportunities and incubation and acceleration for high-tech firms in both cities. [Learn more.](#)

A young man from **Korea Aerospace University** wishes to study English at UT-Austin for a semester- either the fall or the spring- and is **seeking a homestay host**. He will need to live near public transportation and the homestay host will be expected to provide a bed in a private room. For additional information, please contact GlobalAustin at globalaustin1@aol.com or 512-215-0140.

The **Art in Public Places Program** (AIPP) and artists Sunyong Chung and Philippe Klinefelter invite the citizens of Austin to **submit stones from Asia** for inclusion in a proposed mosaic at the **Asian American Resource Center**. AIPP has commissioned Chung and Klinefelter to create artwork for the new facility to be located at 8401 Cameron Road. The artists hope to receive stones from every Asian country so that each nation will be represented within the artwork. Stones will be accepted until **September 1, 2012** or until one stone from each country is donated, whichever comes first. [Click here to learn more and see the donation guidelines.](#)

The **Cultural Exchange Fund**, an initiative of the Association of Performing Arts Presenters, is a **travel subsidy program** that assists U.S.-based presenters in building partnerships with **international touring artists, companies, and their collaborators**. Travel to the Middle East, Asia, Latin America, and Africa is strongly encouraged. The remaining application deadline for 2012 is November 16th. [Learn more and apply here.](#)

Honorary Consul General of Germany Bernard Buecker regularly provides office hours in Austin. 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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