



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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JANUARY 2012

It has been an exciting winter here so far for the International Economic Development team! Last month, we welcomed a **delegation of Russian clean energy businesses and government officials**, led by the U.S. Department of Energy. Channel 6 covered the event--find out all about their trip by **watching the video [here!](#)**

We were also fortunate to host **Former Deputy Prime Minister of Thailand** Korn Dabbaransi here at City Hall for an illuminating talk about the role for Asia in the next century.

This month we are rolling out a new feature in the newsletter, the **Sister City Spotlight**. Each newsletter this year will feature one of Austin's 12 Sister Cities. Each city has a local volunteer committee dedicated to coordinating exchanges and bringing some of their sister city's culture here to Austin. These spotlights will tell you a little bit more about the sister cities themselves and highlight **ways you can get involved with these international exchanges.**

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](#). **Please submit events by the 10th of the month** you wish to have your event featured. 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 another local Austin business that shows you don't have to be a big company to have success in exporting. [OriGen Biomedical](#) is a company of only 50 employees, but it's products are distributed to over 70 countries. In this profile, President and CEO Richard Martin shares his thoughts on how to overcome export financing obstacles and how export sales create jobs at OriGen.

OriGen Biomedical

Tell us about your company and its international reach:

OriGen Biomedical manufactures disposables for cryopreservation and cancer research here in Austin, Texas, and our products are distributed in 70 countries.

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

We primarily had difficulty in financing payment from our distributors. With no leverage after the sale, we had initially set out prepayment terms, a big problem for many distributors running tight cash flows. However, working with Export-Import Bank of the US, we were able to offer our distributors terms and have payment guaranteed by the Ex-Im Bank. This one feature really accelerated export sales.

How has expanding to international markets benefited your company?

Approximately 40% of our revenues come from export sales.

How many jobs at OriGen are related to exports?

We currently have 50 employees, and without the export sales we would likely have 30.

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

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Cultural Events

January 18th and Every

Continuous improvement and continuous cost reduction are not mutually exclusive: work on getting your costs down for exports to Asia, and your quality up for exports to Europe.

What's next for OriGen?

We are planning launch of a truly revolutionary respiratory care product in 2012, possibly some expansion into orthopedics.

Non-Profit Profile of the Month: Classical Music for the World

Classical Music For the World (CMFW) is dedicated to serving the Austin community through classical music at home and around the world. CMFW's vision is to create a healthy environment for individuals and families through providing a variety of quality musical educational programs and live classical music performances in the community. Classical music culture can be difficult to access given the high cost of music education and concert admissions. CMFW bridges the gap between these high cost services and Austin students and audiences. They hope to grow the popularity of live classical music in Austin, the Live Music Capital of the World. Founder and Executive Director, Younnie Hur Meglino (허윤영) answered our questions about this organization.

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

[Classical Music for the World](#) was born in the spring of 2010 as envisioned by Younnie Hur Meglino and Kathi Thomas. In the first year, Classical Music for the World helped people around the world and at home through raising money with benefit concerts and by providing performance opportunities for young, amateur and professional musicians and quality classical music concerts for the community. Throughout the first year, we also organized monthly community recitals at various retirement homes, nursing homes, hospitals and children's homes. Many wonderful educational programs have been added and we are continually adding more programs, resident artists, performances, and partnerships to help us achieve our mission.

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

The most exciting upcoming event would be our first International Music Exchange Program. This summer, we're planning to visit the Robert Schuman Conservatorium in Zwickau, Germany. This is going to be a very exciting cultural music exchange event in the most advanced musical country in the world today. This program is for young and adult musicians to bridge gaps and build friendships between different countries and cultures. As musicians from different countries play music and make harmony together, they will understand each other as global family members. Musicians will experience being peaceful ambassadors to the world through this program.

Our unique program of "Why Music?" series will start up again with the subject, "[Chamber Music](#)" on [February 12](#). Members of the Arundel Ensemble will join Felicity Coltman to discuss what chamber music is and what makes it so appealing. They will give a brief historical overview of chamber music illustrated by performances. CMFW's Chamber Music Class student groups will perform "The Texas Nature Suite", composed specially for young musicians by Ms. Coltman. Why Music? is a series of lively interactive discussions on what music means to us, performances, stories about composers and living musicians, and understanding the language of music.

We are also very proud to present [two piano solo concerts](#) this month. The Italian pianist, Tomas Schwan's "Classicism and Colors" will be on Jan. 22, and the Korean pianist, So Young Yoon's concert will be on Jan. 29 at Central Presbyterian Church. In March, Dr. Peter Petroff's concert "The Doctor Is In" will be at All Faith Chapel at Austin State Hospital. Dr. Petroff is a pulmonologist, a pianist and a composer in San Antonio. He will perform his own compositions.

Community Recitals are organized monthly around the Austin area including nursing homes, retirement homes, foster children homes, and hospitals. Through this program the musicians get to learn more about the communities in Austin area and get to know people in a intimate setting. Both the musicians and the audience feel a strong bond as Austin family members through these events.

Benefit Concerts are organized throughout the year to help those in need in Austin area and around the world. Over \$4000 was raised through the past seven benefit concerts since May of 2010. We helped six different communities and one individual. The children of Haiti, Guatemala, and Uganda, refugees in the Austin area, the victims of the natural disasters in Japan and Bastrop, and a neighbor who was fighting with cancer were the

Wednesday

Coffee Mornings for
International Spouses
10:00 am- Noon
University Presbyterian
Church Fellowship Hall

Coffee mornings will resume on January 18th! Every Wednesday morning, Global Austin 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](#)

January 10

Polish Monthly Movie Night:
The Debt/Dlug (1999)
7:00 pm
Free
Austin Public Library: Howson
Branch

The Austin Polish Society has partnered with the Austin Public Library to present a monthly Polish movie night. The Debt/Dlug is a story about fear, hope, and despair – drama based on real events and real people, created 5 years after the actual events took place. It tells a story about two friends and a man who changed their lives into a nightmare. The film is one of the best Polish thrillers and garnered numerous awards in many categories. English subtitles.

[Learn more](#)

January 17

International Good Neighbor
Council (I.G.N.C.) Chapter
Meeting
11:30 am
El Gallo Restaurant

I.G.N.C. Welcomes Dr.
Eduardo Huriarte at the
January Chapter Luncheon.
[RSVP requested.](#)

January 22-March 18

Classical Music for the World
Concert Series
Jan. 22, 4:00 pm:
Thomas Schwan, "Classicism
and Colors"
Jan. 29, 4:00 pm:
So Young Yoon
March 18, 6:00 pm:
Dr. Peter Petroff, "The
Doctor is In"
Suggested admission price:
\$10/person or \$10/family
Student price: \$5
Central Presbyterian Church

Classical Music for the World
provides distinguished
professional solo and
chamber music concerts
through this Concert Series
program. The series is part
of the organization's mission
of bringing affordable music
to the larger community of
Austin.

[Learn more](#)

January 22

Japanese Katakana
Workshop
2:00-4:00 pm
\$30 members, \$35 non-

beneficiaries. The beneficiaries of our benefit concerts receive 100% of donations raised at the event. Our next benefit concert is scheduled on March 25, 2012. We are going to help the children's music programs of Al Kamandjati in Palestine.

All other past programs' and upcoming events can be viewed at [here](#).

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

As we were organizing a benefit concert for helping refugees through Austin Area Interreligious Ministries (now, [iACT](#)) in October 2010, we learned about the refugee community in Austin. About 1,000 refugees arrive in the Austin area each year from many different countries all over the world. The money that we raised was donated for the Refugee School in iACT. One of the amateur musicians who played at the benefit concert volunteered as an English teacher for four months since the event. CMFW would like to continue to serve the refugee community through organizing benefit concerts and community recitals. We would like to share our beautiful music with them as a global family!

We were happy to provide live classical music at the International Business Awards' reception in May 2011. We learned about [GlobalAustin's](#) mission and the [Greater Austin Chamber of Commerce](#). We also got to know the Japan-America Society of Greater Austin through the benefit concert to help the victims from the tsunami and earthquake in Japan in June 2011.

CMFW is looking forward to continue serving the international community in 2012!

What are the opportunities for getting involved with CMFW?

We welcome volunteers who would like to contribute their time and talent and become a part of CMFW's mission. You don't have to be a musician. There are many ways to get involved. Please, take a look for the detailed description about the volunteer positions [here](#).

You can also be involved simply by coming to our events whenever you could and enjoy the live classical music performances! Because what we are doing is for you, your family and friends. Please, check our upcoming events [here](#).

Please, join our mission and make harmony together as we cultivate a healthier culture through classical music at our home in Austin and around the world!

Sister City Spotlight: Oita, Japan

Austin and Oita have been Sister Cities since 1990. Oita is located on the island of Kyushu in southern Japan. It is the capital city of Oita prefecture, and was a tournament venue for the 2002 FIFA World Cup. Oita is home to the world's largest high-efficiency iron blast furnace and the world's largest and most advanced 65nm chip fabrication lab. Oita is also known for its hospitality, its traditional fishing industry, its beautiful natural surroundings and its world-famous hot springs and resorts. To find out more about Oita, [click here](#).

The [Austin-Oita Sister City Committee](#) (AOSCC) fosters goodwill between the sister cities through exchange activities focused on the areas of culture, education, business and government. In 2011, the committee received a grant from Sister Cities International to send a delegation to the Oita Yumeiro Music Festival. Austin musicians Gina Chavez and Jeff Plankenhorn traveled with City of Austin Music Program Manager Don Pitts to Oita and to perform in this festival and throughout Japan.

The committee has long-standing educational exchange with middle school students: each year, the committee selects posters from Austin junior high students to compete in the Annual Oita Junior High School Environmental Poster Exhibition Competition. Another annual exchange is the committee's sponsorship of an Austin athlete to participate in the Oita International Wheelchair Marathon.

In February, the AOSCC will be welcoming Oita Assemblyman Miura to Austin, and Mr. Miura will be running in the Livestrong Austin Half Marathon. During his visit, Austin will be naming a music ambassador to Oita. Keep your eye on the [AOSCC website](#) for more information on events during his visit. In March, Austin will host another Oita delegation, when musicians Co*Co and Toimo visit for SXSW.

The Austin-Oita Sister City 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 [Bruce Gardner](#).

members
Murchison Middle School

This mini-workshop, presented by the Japan-America Society of Greater Austin, offers the beginning student of Japanese the opportunity to master quickly and efficiently the reading of katakana, one of the two Japanese syllabaries.

[Learn more](#)

January 28

India and US: Prosperity Together
3:00-8:00 pm
Free
Givens Recreation Center

The Indian-American Coalition of Texas presents this event featuring Indian-Americans working for the benefit of the entire community. This evening of Indian culture will feature sari draping, henna tattoos, and Indian cuisine.

[Learn more](#)

January 28, February 3 and 5

Lucia di Lammermoor
7:30 pm
\$19 and up
The Long Center

The Austin Lyric Opera presents Donizetti's most popular work, a thrilling masterpiece of classic Italian opera. This opera is famous for its "mad scene" that has made the careers of some of opera's greatest voices such as Joan Sutherland and Maria Callas. The emotionally fragile Lucia is caught in a feud between two families and is forced to marry a man whom she does not love. Russian soprano Lyubov Petrova, last seen by ALO audiences as Gilda in *Rigoletto*, stars as Lucia.

Italian with English subtitles.

[Learn more](#)

January 29

Chinese New Year Celebration
The Year of the Dragon
11:00 am- 5:00 pm
Chinatown Center

This celebration will feature opening ceremonies and fireworks from 11:00 am-noon, dragon dances from noon- 5:00 pm, and a community resource fair 11:00 am- 5:00 pm. There will also be face painting, martial arts, Chinese calligraphy, and more!

Admission to the community fair is free but there may be fees for some activities.

[Learn more](#)

January 31

Algo Flote Sobre El Agua
Cine de Oro Film Series
9:30 am Early Bird Screening for Seniors
7:00 pm Evening Screening for Public
Free
Mexican-American Cultural Center

Featured International News Story: [New Global Trends Report Indicates Foreign Direct Investment is Ramping Up Worldwide](#)

Area Development Online

IBM recently released their [2011 Global Location Trends report](#), which finds that foreign direct investment has begun to recover after two decades of decline. In 2010, jobs created through foreign direct investment jumped 25 %. The top five destinations for this investment were the United States and the BRIC countries (Brazil, Russia, India, and China), which are major emerging economies.

Attracting foreign direct investment has been a strength of Austin's economy. The recent [investment](#) of \$3.6 billion by the South Korea-based firm Samsung in its Austin facility is just one example. Austin was also named one of the top 10 American city of the future by fDi Magazine in 2011/2012 ([source](#)).

Workshops, Classes, and Networking Events

January 11

The Mechanics of Exporting
8:00-9:30 am
Free
Austin Community College Highland Business Campus, Room 103.2, 5930 Middle Fiskville Rd

A UPS representative will cover the ways of moving products, such as determining the best methods of shipping; knowing how to complete necessary forms, calculating landed cost and eliminating holds and delays. Austin U.S. Export Assistance Center representative will provide an overview of ways they can help you find representatives and partners in overseas markets. Coffee and pastries will be provided.

To register, email slevsen@ups.com with your contact information.

January 11

Export Sales Opportunities in India:
Project Management and Engineering Services, Transportation, and Energy
Webinar
9:00 am CST
\$45

The U.S. Commercial Service will host a webinar on export sales opportunities in India, focusing on the Project Management and Engineering Services (including Architecture and Design), Transportation (including road/highways, rail, airports and intelligent transportation systems), and Energy including distribution, transmission, and smart grid sectors. These industries are all poised for sharp growth in the coming years and with major opportunities for American export sales. Access one of the world's dynamic markets with a special presentation by Minister Counselor, Judy Reinke, U.S. Commercial Service, New Delhi, India and LIVE webinar presentations by successful U.S. infrastructure/energy firms in India.

[Learn more and register](#)

January 13

Latin American and Caribbean Forum:
H-E-B Operations in Mexico 2012
Guest Speaker: Armando Flores,
Manager of H-E-B's Export Warehouse Operations
7:30 -9:30 am
Grossman International Conference Center,
The University of the Incarnate Word
San Antonio, TX

Armando Flores is originally from Cleveland, OH and received an academic scholarship to The Ohio State University where he earned a bachelor's degree in International Business. He spent nearly 3 years working as an account manager for AIT, covering south Texas and northern Mexico. He then transitioned into a market research analyst position for the Small Business Administration. He most recently graduated in 2008 from UTSA with an MBA and where he was a NSMBA (National Society of Hispanic MBAs) scholarship recipient as well as a Who's Who at UTSA nominee for future leaders. For the last 3 1/2 years, he has managed H-E-B's export warehouse operations which services the 39 HEB stores in Mexico.

[Learn more](#)

[RSVP](#)

January 17

The CSCMP Central Texas Monthly Roundtable
10:30 AM – 1:30 PM

Throughout the winter and spring, the Mexican American Cultural Center is hosting a series of free Spanish-language film screenings. In January, the film will be the 1947 film *Algo Flote Sobre El Agua*. In Spanish with no subtitles.

[Learn more](#)

February 12

Why Music?
4:00 pm

Free (Donations Welcome)
All Faith Chapel at Austin State Hospital (Bldg 639)

Members of the Arundel Ensemble will join Felicity Coltman to discuss what chamber music is and what makes it so appealing. They will give a brief historical overview of chamber music illustrated by performances. Classical Music for the World's Chamber Music Class student groups will perform "The Texas Nature Suite," composed specially for young musicians by Felicity Coltman.

[Learn more](#)

February 28

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

Athletic bodies and contemporary costumes meet explosive Taiko drumming in this young and vibrantly contemporary take on a traditional Japanese art form. With extraordinary precision, energy and stamina, these highly trained young performers also overlay contemporary choreography onto the Taiko art to create an unforgettable evening. This show is presented in partnership with the Asian-American Cultural Center.

[Learn more](#)

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Conferences

February 9-10

Supply Chain Connections Conference
\$295 (Canadian)-Early Bird
Delta Winnipeg Hotel
Winnipeg, Manitoba

The Supply Chain Connections 2012 Conference will bring together government representatives, custom and border crossing officers, exporters, importers, shippers and receivers, refrigerated warehouses, and transportation companies to analyze the cold chain supply of refrigerated (meat and agricultural) products in the Canada-U.S.A.-Mexico corridor.

[Learn more](#)

[Register](#)

March 8

\$35/40
National Instruments

This month's meeting of the Council of Supply Chain Management Professionals will include a tour of National Instruments Manufacturing and Supply Chain Operation & Networking "Power" Lunch.

[Learn more](#)

[Register](#)

January 18

Texas-Asia Business Series Breakfast
7:30-9:00 am

\$20 general public, \$15 AAACC members/ITC clients
Quarry Golf Club
San Antonio, TX

Covering the most up-to-date topics in Asia, the Texas-Asia Business Series provides the latest industry and market information presented by experts who have one result in mind - growing your business. The Texas - Asia Business Series consists of a series of monthly breakfast meetings held on the third Wednesday of every month. Each meeting will be packed with information and resources that provide a take-away value for your global enterprise, all while you enjoy coffee and breakfast.

[Learn more](#)

January 18

Luncheon Forum with University of Texas at Austin President Bill Powers
"Nurturing the Soul of a Public Research Institution"
11:30 am- 1:15 pm
\$30

AT&T Executive Education and Conference Center

The Gulen Institute of the University of Houston in collaboration with the Institute of Interfaith Dialog in Austin welcomes Mr. Bill Powers, President of University of Texas at Austin for a Luncheon Forum on with his speech entitled "Nurturing the Soul of a Public Research University." His goal of making UT the best public research university in America has been supported by a sustained emphasis on undergraduate education, including the strengthening of a core curriculum and the inauguration of a School of Undergraduate Studies. In addition to recruiting a diverse student body and faculty, President Powers has taken on the challenge of redefining productivity in higher education and has become a national spokesman articulating the value of the public research university to society.

[Learn more](#)

[Register](#)

January 18

How to Write an Export Plan
1:00-2:00 pm (CST)

\$15

Webinar

This webinar will teach you the value of a written export plan, how to write one, and how to find the information to write key sections of the plan. You'll also learn how to use the U.S. Small Business Administration's new Export Planning interactive web tool. This webinar is the first in the U.S. Department of Commerce's 2012 series on the Basics of Exporting. Find out more about the series [here](#).

[Register](#)

January 20

Mandatory Eco-design and Energy Efficiency Requirements
in the European Union

Webinar

10:00 am CST

\$65

The Energy Related Products (ERP) Directive enables the European Commission to issue 'implementing measures' covering a vast array of specific products. Learn how to meet the new requirements from experts who will discuss compliance with the eco-design implementing measures and about market surveillance. These 'implementing measures' set energy efficiency requirements that companies have to meet in order to sell their products in Europe.

[Learn more](#)

[Register](#)

January 22

Citizen Diplomacy Reception and Networking Event
3:00-5:00 pm

Free

GlobalAustin (201 E. Second Street)

GlobalAustin invites you to meet ten distinguished visitors from Libya. These emerging leaders were selected by the U.S. State Department to visit

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](#)

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 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

communities in the U.S. for professional appointments and community hospitality. They are members of Libya's National Development Board (EDB), assigned the task of creating a system to address the needs of veterans. The focus of their program is on the roles and responsibilities of governments, the private sector, and local communities that provide benefits and services to war victims and veterans.

[RSVP Requested](#)

January 25
Exporters Networking Breakfast Club
7:30-9:00 am
Free (\$10 optional donation to cover costs)
International Center of Austin
201 East Second Street

Join other Austin area businesses to share ideas, successes, and challenges involved in exporting. Over a continental breakfast, you can network with experts in exporting and business colleagues in an informal atmosphere designed to let you learn more about exporting from each other. After this first breakfast, the group plans to hold similar breakfasts on a quarterly basis and discuss short topics of particular interest to attendees as well as continue networking. Hosted by the City of Austin International Economic Development Program, the Camino Real District Export Council, the Austin U.S. Export Assistance Center, and the International Business Institute at ACC.

[RSVP](#)

January 26
Identify and Validate Your International Market Prospects
9:00 -11:30 AM
\$35
International Center of Austin (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 for your business, and the most effective manner in which to position your company to enter those markets. The speakers will be Lisa McDonald, International Trade Center at UTSA and Karen Parker, USDOC Austin Export Assistance Center. Only 30 seats available.

[Learn more and register](#)

January 30
Design and Construction Opportunities in Kazakhstan
Webinar
10:00 am Central Time
Free

This webinar will feature respected speakers including US Commercial Service staff, a US company currently doing business in Kazakhstan, and the trade show organizer for Kazbuild. At the end of this 60 minute session, US firms will have a better view of the opportunities and challenges developing in this economy, as well as information on developing a successful strategy for doing business in Kazakhstan.

[Learn more and register](#)

January 31
Austin-Brazil Pre-Mission Informational Reception
5:30-7:30 pm
Free
University of Texas at Austin
Benson Latin American Collection; SRH Unit 1

Join the Capital City African American Chamber of Commerce, faculty from UT's Teresa Lozano Long Institute of Latin American Studies, the Brazil-Texas Chamber of Commerce and the City of Austin as we discuss the strategic business, cultural and educational exchange agenda for Austin and the basis for an upcoming business mission to Brazil.

[Register](#)

February 9
Business Opportunities in Indonesia
Webinar
8:00-9:15 am Central Time
\$35

This webinar is part of a series of webinars leading up to the [2012 Trade Winds-Asia](#) business development conference and trade mission. Held on the 9th of every month until May 2012, each webinar will focus on a different country that Trade Winds-Asia will visit. The February webinar will focus on Indonesia, with [the March webinar](#) focusing on opportunities in Malaysia.

[Learn more and register](#)

February 23
Reaching International Markets Through Social Media
9:00-11:30 am

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 multifaceted event will offer a combination of one-on-one matchmaking arranged by the U.S. Dept of Commerce professionals in Brazil; networking opportunities, and meetings with key industry associations.

[Learn more](#)

May 6-9

U.S. Aerospace Supplier
Mission to Montreal, Canada
U.S. Dept of Commerce
Application Deadline:
February 1, 2012
\$2,200 SMEs/ \$2,800 large
firms

As the world's 5th largest aerospace market and 3rd largest civil aircraft market, Canada is a great market with many opportunities for U.S. suppliers of aircraft parts, components and systems. Montreal is the only place in the world where an entire aircraft can be assembled within a 30-mile radius. This mission is a unique opportunity to meet prospective business partners, learn about doing business in Canada and promote your company to Canadian aerospace companies.

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

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](#)

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

5.00-11.30 a.m.

\$35

International Center of Austin (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](#)

News and Announcements

The Mexican government has launched a new website, [Ventanilla Unica](#), that serves as a **one shop stop for foreign trade**. It is a tool that allows you to send electronic information only once to **a single entity to comply with all requirements of foreign trade**. The website is available in both English and Spanish.

Congratulations to the **two Austin non-profits** who were named among the 2011 **Emma 25 honorees**: [Con Mi Madre](#) and [Austin Creative Reuse!](#) Both will receive a **lifetime of email and survey service**, an Emma account, and stationary design.

Applications for the **2012 President's E-Awards** are being accepted now until **January 23, 2012**. The President's E Awards are the highest and most prestigious **awards to honor U.S. exporters and organizations which support exporting**. There are two types of E Awards. The President's E Award for Exports is awarded to a firm or organization that has made significant contributions to the increase of American exports. The President's E Award for Export Service is awarded to organizations that may or may not export directly, but which assist or facilitate export activities.

On **January 27th** 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 **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**.

The U.S. Department of Commerce has [uploaded a series](#) of online **Market Videos** on emerging markets that U.S. companies should be thinking about tapping into: China, India, Indonesia, Taiwan, Thailand, and Vietnam.

UK Trade and Investment has selected their delegation of 34 companies to lead their 2012 mission to **SXSW Interactive** in March. If you are interested in a **business partnership in the UK within the digital industry**, you can set up a time to meet with these potential partners while they are here in Austin. View the list of delegate companies [here](#) and follow the progress of UKTI's mission to Austin on Twitter at [@uktiatsxswi](#).

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.

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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