



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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DECEMBER 2012

Happy holidays! During this season of giving, we are very excited to announce that the International Economic Development Program has a brand new delegation gift! For visiting dignitaries and outbound delegations, we commissioned local art company [Blue Genie Art Industries](#) to design and create a signature Austin gift.

Blue Genie designed an art object that incorporates iconic Austin images and the Austin skyline, cut out of vinyl records. We're proud to have a creative, Austin-designed and Austin-made item to present as the City's official gift. Check out these pictures of the art in progress!



As you look for your own gifts this holiday season, don't forget to check out [LocallyAustin.org](#) and find local businesses where you can do your holiday shopping! [LocallyAustin.org](#) is the City of Austin Small Business Development Program's online directory of small, local businesses.

In this month's newsletter, we feature local biotech company [On-X Life Technologies](#), the [Innovation Readiness Series](#) at UT's IC2 Institute, and our sister city in [Xishuangbanna, China](#).

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.

Featured International News: [HSBC Global Connections Report: U.S. Trade Connection with India Expected to Accelerate](#)

Yahoo! Finance

According to a new report by HSBC Commercial Banking, India will be the fastest-growing market for U.S. exports. Vietnam, Indonesia, Egypt, Turkey, Mexico and Poland are among the emerging markets expected to experience significant growth in international trade over the next three years. Vietnam, in particular, is forecasted to grow its trade by double digits annually through 2030. As growth in industrialized nations slows, U.S. companies are expected to increasingly sell their goods in developing countries where consumer markets are expanding.

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

[On-X Life Technologies](#)

[On-X Life Technologies](#) is an

- [Benefit Shopping Night](#)
- [Austin Intercultural Network Holiday Party](#)
- [Bonenkai Year-End Party](#)
- [Guitars Under the Stars](#)
- [Texas Renewables 2012](#)
- [U.S.-France Comparative Energy Policies and Technologies Conference](#)
- [City of Austin Clean Tech Trade Mission to Spain](#)
- [Egypt & Kuwait Trade Mission](#)
- [Renewable Energy Trade Policy Mission to Chile](#)
- [Medical Trade Mission to Brazil](#)
- [Managing Clinical Trials Outside the U.S. Video Available](#)
- [Mexican Business Information Center Launched](#)
- [American Voices Abroad Accepting Applications](#)
- [President's E Award Applications Open](#)
- [US Artists International Grants Available](#)
- [Austin Regional Manufacturers Association Forming](#)
- [Honorary Consul General of Germany Office Hours](#)

Cultural Events

December 12 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. The last Coffee Morning of 2012 will be

December 12. Coffee mornings will resume on Wednesday, January 16.

[Learn more](#)

Every Friday Friday Socials

6:00-10:00 pm
Raindrop Turkish House

Every Friday evening the Raindrop Turkish Cultural Center will offer free tea and coffee and a place to meet old friends and make new ones. The socials will also be a good place to practice Turkish and English and try samples of Turkish cuisine.

[Learn more](#)

December 13 Austin Sister Cities International Benefit Shopping Night

5:00-9:00 pm
Ten Thousand Villages



Austin-based manufacturer of heart valves and orthopedic implants. President Clyde Baker talked to

us about how this company began exporting before they began domestic sales, the importance of finding distribution partners, and more.

Tell us about your company and its international reach:

On-X Life Technologies, Inc is the manufacturer of the innovative On-X Prosthetic Heart Valve. The company was founded in 1994 and has more than 125,000 valve implants in more than 80 countries including the United States.

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

There are two main obstacles associated with international distribution of a medical device such as the On-X Prosthetic Heart Valve; 1. Regulatory Approval – in addition to US FDA approval and CE approval, many countries have an additional product approval process. It is an arduous process to make application to all of the countries to which you wish to distribute product. 2. Distribution partners in each country must be found. In some cases the in-country distributor knows the regulatory process and they will help the company to obtain approval.

How has expanding to international markets benefited your company?

The company actually began distribution of products outside the United States prior to gaining U.S. FDA approval. The main benefit is access to large markets around the world and though the pricing is not as good as the United States we are able to generate considerable unit demand which has help spread the overhead associated with our company's operation.

How many jobs at On-X are related to exports?

Approximately 50%.

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

Find experienced and reliable distribution partners in each country. This can be achieved by exhibiting at trade shows in countries to which distribution is desired.

What's next for On-X?

On-X is conducting a trial to demonstrate our mechanical valve may be able to be used with less anticoagulation drugs than all other competing valves. The company continues to develop additional products complementary to the heart valve.

Non-Profit Profile of the Month:

[Innovation Readiness Series at IC2 Institute](#)

The University of Texas at Austin is a global institution: internationally ranked, a high number of international students, and influential worldwide. The university now also boasts the Innovation



Readiness Series, a global entrepreneurship program within the [IC2 Institute](#). Dr. Donna Kidwell, who designed the series, spoke to us about this program.

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

The Innovation Readiness Series was born out of years of work and research in action-based global entrepreneurship at the IC2 Institute of The University of Texas at Austin. It offers an online experience to global innovators to help them articulate and accelerate their innovations. After working with Egypt, India, Jordan, Korea, and Mexico, I worked with my team to define and target the key issues innovators face when trying to get their idea to market. They developed a 10 module course, which is deployed with certified mentors in 8 countries to thousands of innovators, and has been translated into Russian and Spanish.

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

The IR Series is currently running in India, Indonesia, Mexico, Colombia, Russia and the United States. Hundreds of innovators globally take the IR Series course through our various partners. Some work with locally certified mentors to validate their ideas, other work with local partners and participate in local entrepreneurial programs such as business plan competitions. For

Ten Thousand Villages Austin, a fair trade retail store, provides vital fair income to Third World people by marketing their handicrafts and telling their story. Austin Sister Cities International, a non-profit that supports the Sister Cities Committees of Austin, will receive a percentage of total sales during this benefit night.

[Learn more](#)

December 15
Austin Intercultural Network
Holiday Party
8:00 pm
6101 Lost Horizon

With the holiday season upon us, AIN will be hosting a party to acknowledge and thank all the volunteers that have helped us during 2012. This party will be apart of "Keep Austin Generous" who supports local nonprofits and contributes to charitable causes. We will be having an international fashion show and a silent auction among other fun festivities. We will also be having a white elephant gift exchange so bring a gift if you would like to participate in it. Bring your own beverage and enjoy a great time with some great people.

[Learn more](#)

December 18
2012 JASGA Bonenkai Year-End Party
7:30-9:00 pm
\$25 members & family, \$30 public- Register by Dec. 15
Ryu of Japan

It's time to celebrate the end of the year, and, to have a good time together in the timeless Japanese tradition of Bonenkai - the end of the year gathering with friends over food and drinks.

[Learn more and register](#)

February 9
Guitars Under the Stars
6:30 pm
\$125
One World Theatre
The Austin Classical Guitar Society's Educational Outreach Gala will feature Argentine Bandini-Chiacchiaretta Tango Duo.
[Learn more](#)

Conferences

December 10-13
Texas Renewables 2012
\$300 TREIA members, gov't/non-profit/academia; \$350 non-members, \$25 students (prices increase after Oct. 24)
Hyatt Lost Pines- Bastrop, TX

example, with our partner CRDF Global, over 200 IR participants in Russia are competing in December for science grants to enable them to bring their innovations to the U.S.

What are the opportunities for Austin businesses to get involved with the Innovation Readiness Series at the IC2 Institute?

Many of these global innovators are interested in a U.S. market and willing to do the hard work to create strategic partnerships in the U.S. Through the various IC2 programs, companies come to the U.S. and actively meet with prospective partners and customers to build international business relationships.

What have you learned about the Austin international community and international business in Austin through your work with the Innovation Readiness Series at the IC2 Institute?

Like many other aspects of the Austin entrepreneurial ecosystem, Austin's international relations are vibrant and creative. IC2 company guests are frequently impressed with the culture here - business savvy and ambitious, while at the same time creative and engaging. Through the government, university and business networks in Austin, anyone, with almost any innovation, can find colleagues in Austin to help move their business forward.

Sister City Spotlight: [Xishuangbanna, China](#)

Austin and Xishuangbanna have been engaged in Sister City exchanges for 15 years. Since the formation of the partnership in 1997, the [Austin-Xishuangbanna Sister City Committee](#) has facilitated mutually beneficial exchanges in culture and education.

Xishuangbanna is located in a mountainous region of the Yunnan Province in Southeastern China. This province, which borders Laos, Myanmar, and Vietnam, is home to a third of China's ethnic minorities. Xishuangbanna is rich in cultural traditions and hosts an annual Water Splashing Festival, rocket festivals, and boat races on festive occasions. Xishuangbanna is also an important ecological area in China: 1/2 of all of China's plant and animal species can be found in the Yunnan Province and the city is home to the Xishuangbanna Tropical Nature Reserve. To learn more about Xishuangbanna, check out the Sister City's website and video at [Xishuangbanna.org](#).

In 2011, the Austin-Xishuangbanna Sister City Committee co-sponsored the "Treasures of the Yunnan Province" performance in Austin, which showcased folk singers, dancers, musicians, and acrobats. [Click here](#) to see the Yunnan Performing Arts Group and musician He Wenxing performing "Miles and Miles of Texas" with Austin music legend Ray Benson and Asleep at the Wheel.

The committee organizes regular delegation trips to Xishuangbanna, including a delegation that led by Councilmember Bill Spelman in June 2011. In April of this year, the committee visited Xishuangbanna during the New Year Celebration of the Dai Calendar, which included the Water Splashing Festival and a record-breaking Gesture Dance performed by 12,500 people. They were welcomed by Dao Linyin, governor of Xishuangbanna Dai Autonomous Prefecture.

The committee is also engaged in educational exchanges. In August, Mr. Tao Hongrong, deputy director general of the Education Bureau of the Xishuangbanna Prefectural Government visited Austin. Four middle and high school students joined him for a language learning and cultural tour. In addition, the committee worked to establish a sister school relationship between Doss Elementary, which has a Chinese immersion program, and Xishuangbanna No. 1 Primary School. Both schools started a pen pal letters exchange in October 2012 and a recipe swap in November 2012. They will start Skype meetings in February 2013.

The Austin-Xishuangbanna 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 [Mn Yang Chen](#).

Seminars and Networking Events

December 12
Overview of Benin's Business Environment
8:30 am Central Time

The theme of this year's conference is "The Unified Energy System." Make sure to stop by the City of Austin International Economic Development Program table while you're there! We'll be talking about our upcoming [clean tech trade mission](#) to Spain in February.

[Learn more](#)

December 17 Comparative Energy Policies and Technologies in the U.S. and France

8:30 am -5:30 pm
\$50-75, \$35-students
AT&T Conference Center

Organized and hosted by Dr. Michael Webber of UT-Austin conference will bring together U.S. and French representatives from academia, industry, government, and the media for a conversation to compare and contrast the energy landscape in these two countries. The focus will be around four core topics: shale gas production, the grid, public policy, and media coverage. [Learn more and register.](#)

Trade Missions

February 4-8, 2013 City of Austin Clean Tech Trade Mission to Spain

Deadline- Dec. 21
Companies cover their own travel costs; Group rates will be available

The City of Austin and the Greater Austin Chamber of Commerce are leading a mission to Madrid, Malaga, and Barcelona for clean tech companies interested in exporting to Spain or establishing their European presence in the low-cost Spanish business climate. Delegates will receive a country briefing by the U.S. Embassy, have one-on-one meetings with Spanish clean tech companies, and visit technology parks, co-working spaces, and innovation districts. The final itinerary will be tailored to meet the needs of the delegate companies. [Learn more and apply](#)

March 10-14, 2013
Trade Mission to Egypt and Kuwait
App. deadline- Dec 14
\$3,350 SMEs, \$4,230 large firms

This U.S. Dept of Commerce Trade Mission will explore opportunities in the energy, renewable energy, infrastructure

9:30 am Central Time

Free

Teleconference

This teleconference will give participants an overview of Benin's business environment. Participants will have the opportunity to pose questions directly to Ambassador Raynor and Rizwan Haider, Managing Director of Orabank, a local bank that is 85% American-owned.

[Learn more and register](#)

December 12

Rules in Setting Up Agents, Distributors and a Direct Employee Present in Mexico

1:00-2:00 pm Central Time

\$25

Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn about the rules in setting up agents and distributors in Mexico. You will also learn how to have a direct employee present in Mexico as well as the tax implications when hiring these services.

[Learn more and register](#)

December 12

Doing Business in the Philippines

6:00 pm Central Time

Free

Teleconference

The webinar will focus on doing business in the Philippines, which has recently been thrust back into the Asian spotlight. The Philippines is a country filled with opportunity but also with challenges. Ambassador Henry K. Thomas will present the Embassy's views on doing business in the Philippines and then give the participants an opportunity to pose questions.

[Learn more and register](#)

December 13

Greater Austin Asian Chamber of Commerce Annual Meeting and Networking Mixer

6:00-8:00 pm

Free, RSVP Required

Holiday Inn Austin Mdtown

Greater Austin Asian Chamber of Commerce networking mixers provide networking opportunities for members and non-members alike to build relationships with each other, share information, stay connected, and be visible to the community.

[RSVP](#)

December 14

Latin America Caribbean Forum: Latin America Economic Outlook

7:30 -9:00 am

\$10 members, \$20 non-members

University of Incarnate Word-Grossman International Conference Center

Featured speaker Lisa Harris is a member of the Global Rates and Currencies origination team at Bank of America Merrill Lynch. She focuses on Foreign Exchange Risk Management Advisory to commercial clients. Lisa works with companies to evaluate currency exposures that arise from transacting cross-border and advises how best to manage that risk in a world of global economic uncertainty.

[Learn more and register](#)

December 18

Fostering Dialogue Between U.S. Companies and the Polish Government

9:00 am Central Time

Free

Teleconference

This webinar will focus on the strategic issue of what can be done to foster constructive dialogue between U.S. companies and the Polish government.

U.S. companies consistently point out the difficulties they sometimes encounter in offering formal and informal private sector input to government authorities responsible for rulemaking and the drafting of legislation.

Participants will have an opportunity to ask Ambassador Stephen Mull questions directly by using a chat feature that will be available during the webinar

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](#)

**April 15-16, 2013
Renewable Energy Trade Policy
Mission to Chile**

The U.S. Department of Commerce's International Trade Administration (ITA) is organizing a Renewable Energy and Energy Efficiency (RE&EE) Trade Policy Mission to Santiago, Chile from April 15 - 16, 2013. The mission is designed to be led by a senior Department of Commerce official, and will focus on: 1) creating a policy environment conducive to growth in Chile's RE&EE market; and 2) introducing U.S. RE&EE exporters to key Chilean Government officials. Mission participants will also be invited to showcase their U.S.-made RE&EE technologies at an important industry-specific trade show following the trade policy mission at their own expense.

[Learn more](#)

**May 21-24, 2013
Medical Trade Mission to Brazil**

The U.S. Department of Commerce Medical Trade Mission to Brazil will introduce the participants to the government policies, end-users and prospective partners whose needs and capabilities are best suited to each U.S. participant's strengths. Participation in the mission will include: pre-travel briefings/webinar on subjects ranging from business practices in Brazil to security, consulate briefings on the business climate, political scenario, medical/healthcare industry scenario; pre-scheduled meetings with potential partners, distributors, end users, or local industry contacts; showcase your company using a tabletop display at Hospitalar 2013, and more.

[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](#)

[Learn more and register](#)

**January 9
How to Handle Problems with Mexican Customs**

1:00-2:00 pm Central Time

\$25

Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn how to handle potential problems with Mexican Customs. You will understand the possible technical violations and additional duties your shipment might incur at the border.

[Learn more and register](#)

**January 9
Export Credit Insurance**

1:00-2:00 pm Central Time

\$15

Webinar

Learn about the benefits of using export credit insurance in this U.S. Department of Commerce webinar. Export credit insurance allows you to increase export sales by limiting your international risk. Get a jump on your competition by extending competitive credit terms to buyers and reach into new markets with more confidence and find the tools to increase cash flow by giving you better access to credit for working capital.

[Learn more and register](#)

**January 18
Global Entry Preregistration Event**

8:00 am-2:40 pm

Preregistration event is free; \$100 program fee- Register online by Dec. 18 FosterQuan- 100 Congress Avenue, Suite 1500

[Global Entry](#) is a Customs and Border Protection (CBP) program that allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States. Registered and pre-cleared participants can bypass long wait times at immigration inspection upon arrival in the U.S. U.S. Citizens, lawful permanent residents; Dutch citizens and Mexican nationals can enroll in the program.

In order to participate in the registration event at FosterQuan, please apply online at <https://goes-app.cbp.dhs.gov/main/goes> by December 18. Please note that the background check can take up to one month to process. The Global Entry program cost is \$100 for five years. If you are charged \$50, you are applying to the wrong program. Once you receive notification that you have been conditionally approved, you may select your timeslot for the interview. The calendar to select your appointment will open on Monday, December 10, 2012. CBP will conduct the enrollment interview at FosterQuan (100 Congress Ave, Suite 1500) on January 18. There are no other locations currently available in Austin to enroll in the program. The closest enrollment locations are in Dallas or Houston.

[Learn more](#)

**January 25
A Folk Art Museum for Austin? An Exploration with a Panel of Experts**

7:00 pm

Free

St. Edward's University, Fleck Hall

Austin Friends of Folk Art invite you to attend a panel discussion about creating a Folk Art Museum in Austin. Local folk art collectors have long shared this dream, and this is the first formal step toward making the dream a reality. Please join us in this exploration. We want this effort to embrace folk art in all its forms and to represent the broad cultural diversity of the Austin area. We are seeking to build a coalition of individuals and artistic, ethnic, civic, and business groups. Panelists will include prominent Mexican folk art collector Lance Aaron, legendary entrepreneur Gary Hoover, the San Antonio Museum of Art's Marion Oettinger, UT Art and Art History professor Ned Rifkin, and urban design consultant Sherry Kafka Wagner.

[Learn more](#)

News and Announcements

[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](#)

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On December 5, the **Austin Technology Council** hosted a Google Hangout with biotech industry leaders from Austin and London on "**Managing Clinical Trials Outside the U.S.**" This informative hangout session is now available for [viewing on YouTube](#).

The U.S. Department of Commerce has launched the [Mexico Business Information Center](#). The **United States and Mexico trade over \$1.25 billion each day**. U.S. businesses that seek to export from Mexico enjoy the benefits of NAFTA, but also Mexico's extensive network of additional trade agreements, which ease access to over 40 additional markets, including the European Union and Japan. For these reasons and others, many U.S. firms look to Mexico as their first step into the world of exports and international business. If you are unsure of where to start, let the **Mexico Business Information Center (BIC)** help. The Mexico BIC is comprised of trade specialists that have Mexico expertise.

American Voices, in partnership with the U.S. Department of State's Bureau of Educational and Cultural Affairs, is now accepting applications for the **American Music Abroad 2013-2014 touring season**. The American Music Abroad program offers the opportunity to conduct musical exchange tours abroad, particularly to countries not often visited by American musicians, to foster cross-cultural engagement and understanding. The deadline to apply is **January 18th**. [Click here](#) to learn more and apply.

Applications for the **2013 President's E-Awards** will be accepted until **January 21, 2013**. 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. [Learn more and apply](#).

The **Mid Atlantic Arts Foundation** is now accepting proposals for its **US Artists International (USAI) Grant Program**. USAI is dedicated to supporting performing arts in the United States at international festivals. USAI provides grants to American dance, music, and theater ensembles, and solo performances. The deadline for projects taking place between July 1, 2013 and June 30, 2014 is **April 19th**. [Click here](#) to learn more and apply.

A committee is forming to establish the **Austin Regional Manufacturers Association (ARMA)**. Its mission is to be the voice and advocate of manufacturing in the metropolitan area: Informing and influencing legislators, city officials, utilities, the media, and the public about manufacturing's vital role in regional job growth, technological progress, and economic development. To become involved or learn more, [contact ARMA Interim Director Ed Latson](#).

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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