



International Trade Team 2012 Initiatives

As of January 9, 2012

The Georgia Department of Economic Development is pleased to present the following International Trade initiatives for 2012. Please check our website frequently (www.georgia.org) for event updates. For additional information on these initiatives, please call 404-962-4122.

New Online Tools Provide Gateway to Trade Programs, Global Markets

Small businesses interested in growing their exports can now apply for new or lower-cost export services online. These services are made available through a grant that the Georgia Department of Economic Development received from the Small Business Administration (SBA). The grant provides both new export services and reduced fees for some existing export services for qualified small- and medium-sized businesses. By registering for the state's trade services online at <http://trade.georgia.org>, Georgia companies will also receive advance notice of international trade missions and trade shows. There is no cost to register, and registration is necessary to access these services. (Ryan Thornton - rthornton@georgia.org)

DOMOTEX 2012, Hannover, Germany, January 14-17, 2012

Georgia companies will have an option to co-exhibit with the American Floorcovering Association and Georgia or participate separately in this leading global floor covering trade show. (Alice Carson - acarson@georgia.org)

INCOMING MISSION FROM ATLANTIC CANADA, Atlanta, Georgia, February 6-8, 2012

A delegation from four Canadian provinces (New Brunswick, Newfoundland & Labrador, Nova Scotia, and Prince Edward Island) will visit Atlanta to continue to build on relationships developed through our Southeast U.S. - Canadian Provinces (SEUS-CP) alliance. There will also be matchmaking appointments for companies that are pursuing export opportunities to the U.S. A few participants, such as life science companies, may be seeking joint venture opportunities. (Kathe Falls - kfalls@georgia.org)

GDEcD's INTERNATIONAL OFFICES VISIT, Atlanta, Georgia, February 20-24, 2012

GDEcD's international representatives will speak at the GEDA monthly meeting and be featured guests at a seminar and reception on Tuesday, February 21. The Trade Representatives will be available for company meetings on February 23-24. Sponsors are sought for the reception and seminar. (Kathe Falls - kfalls@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Dalton, Georgia, March 12 & 13, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Colombia and Turkey. (Alice Carson - acarson@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Dahlonega, Georgia, March 15, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Colombia and Turkey. (Taube Ponce - tponce@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Toccoa, Georgia, March 16, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Colombia and Turkey. (Taube Ponce - tponce@georgia.org)

GLOBE, Vancouver, Canada, March 14-16, 2012

For more than twenty years, GLOBE™ has been one of the world's largest and most widely recognized sustainable business summits and environmental technology trade shows. The 2010 event attracted 9,000+ participants including 800 company presidents and CEOs from 22 countries. The 2012 event will attract buyer delegations from Europe, China, Japan, Latin America, and other regions. (Dawn Townsend - dtownsend@georgia.org)

TRADE MISSION TO PANAMA, Panama City, Panama, March 20-25, 2012

Targeted Industries: Information Technology, construction & infrastructure, textiles, electronics, medical equipment, beauty & health supplies, personal safety equipment, pumps, valves, & hydraulic equipment, and food & beverage. A multi-state trade mission led by the Southern Governors Association will include a visit to the Expocomer Trade Show. Company appointments will be arranged by the Puerto Rico Department of Economic Development and Commerce's office in Panama. (Kathe Falls - kfalls@georgia.org)

REGIONAL LEADERS SUMMIT, São Paulo, Brazil, April 11-13, 2012

The states/provinces of Bavaria, Georgia, Quebec, São Paulo, Shandong, Upper Austria and Western Cape will discuss best practices in sustainable energy and development. GDEcD's office in Brazil will make appointments for companies interested in attending. (Kathe Falls - kfalls@georgia.org)

EXPOMIN 2012, Santiago, Chile, April 9-13, 2012

EXPOMIN is the largest mining equipment, services and technology exhibition in Latin America. The 2012 show will feature 2,500+ exhibitors and 60,000+ industry professionals from more than 50 countries. (Ryan Thornton - rthornton@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Douglas, Georgia, April 16-17, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to China and Chile. (Ryan Thornton - rthornton@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Carrollton, Georgia, April 19-20, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to China and Chile. (Dawn Townsend - dtownsend@georgia.org)

B2B EXPORT INITIATIVE, Cartersville, Georgia, April 24, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Overview session. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Gainesville, Georgia, April 26, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Overview session. (Alice Carson - acarson@georgia.org)

ISC BRASIL AND INTERSECURITY 2012, São Paulo, Brazil, April 23-26, 2012

To assist Georgia exporters leverage opportunities around the 2014 World Cup soccer games and the 2016 Olympics, GDEcD is leading a trade mission to São Paulo, Brazil for companies in the security and safety industries. In addition to pre-qualified matchmaking appointments, mission participants will have the opportunity to attend two trade shows: International Security Conference (ISC) Brazil 2012 and InterSecurity (International Urban Safety Trade Fair - www.iscexpo.com.br). (Taube Ponce - tponce@georgia.org)

TURKEYBUILD, Istanbul, Turkey, May 2-6, 2012

TURKEYBUILD is the largest building and construction trade show in Turkey. The show attracted 111,320 visitors in 2011. The 2012 Show will focus on construction machinery, hand tools, prefabricated structures, constructional steel, insulation, building chemicals, roofing, structural systems, landscaping, gates, lighting, and elevators. (Alice Carson - acarson@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Dublin, Georgia, May 14-15, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Canada and Korea. (Mary Waters - mwaters@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Athens, Georgia, May 17-18, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Canada and Korea. (Ryan Thornton - rthornton@georgia.org)

TRADEWINDS MISSION TO SINGAPORE PLUS ONE COUNTRY, Singapore, May 15-18, 2012

Trade Winds Asia is a regional and industry-specific business forum featuring pre-arranged consultations with US Senior Commercial Officers representing markets throughout Asia. Participants will have access to US Commercial Service Senior Commercial Officers that will provide guidance on market entry strategies and trade leads. Five qualified ARC companies are eligible for significantly discounted rate to attend the Trade Winds Conference plus one-on-one business appointments in Singapore, Taiwan, Vietnam, Malaysia or Indonesia (your choice of countries). (Alice Carson - acarson@georgia.org)

BIO ISRAEL, Tel Aviv, Israel, **May 21-23, 2012**

BioMed is Israel's leading international biomedical, health care and life sciences conference. In 2011, the event attracted 1,000 participants from 42 countries. More than 3,500 one-on-one meetings were held with conference attendees.

(Anna Alford - aalford@georgia.org)

SOUTHEAST U.S. - CANADIAN PROVINCES (SEUS-CP) Annual Meeting, Myrtle Beach, South Carolina, **May 20-22, 2012**

Matchmaking & conference (Kathe Falls - kfalls@georgia.org)

HOSPITALAR, São Paulo, Brazil, **May 22-25, 2012**

HOSPITALAR is the largest and most important medical trade show in Latin America for products, equipment, services, and technology for hospitals, health clinics and laboratories. This event features 1,250 Brazilian and international exhibitors and 90,000+ visitors from 36 countries, including key decision-makers in the medical industry. (Mary Waters - mwaters@georgia.org)

B2B EXPORT INITIATIVE, Cartersville, Georgia, **June 5, 2012**

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Identifying target markets. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Gainesville, Georgia, **June 7, 2012**

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Identifying target markets. (Alice Carson - acarson@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Thomasville, Georgia, **June 18-19, 2012**

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Cuba and Germany. (Alice Carson - acarson@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Augusta, Georgia, **June 21-22, 2012**

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Cuba and Germany. (Mary Waters - mwaters@georgia.org)

FARNBOROUGH INTERNATIONAL AIRSHOW, Farnborough, United Kingdom, **July 9-15, 2012**

Held once every two years, FIA is one of the world's most iconic global aviation events. The 2010 show attracted 120,000+ trade visitors from around the world, and exhibitors announced orders totaling US\$47 billion. Five days of the show are dedicated to trade only. (Kathy Oxford - koxford@georgia.org)

B2B EXPORT INITIATIVE, Cartersville, Georgia, July 17, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Soliciting distributors in target markets. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Gainesville, Georgia, July 19, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Soliciting distributors in target markets. (Alice Carson - acarson@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Savannah, Georgia, July 23-24, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Brazil and Vietnam. (Kathy Oxford - koxford@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Warner Robins, Georgia, July 26, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Brazil and Vietnam. (Kathy Oxford - koxford@georgia.org)

G.R.O.W. (Georgia Reaching Out Worldwide) REGIONAL INITIATIVE, Columbus, Georgia, July 27, 2012

International buyers from around the world will have one-on-one meetings with qualified Georgia suppliers. Participants will also attend a short briefing on export opportunities to Brazil and Vietnam. (Dawn Townsend - dtownsend@georgia.org)

B2B EXPORT INITIATIVE, Rome, Georgia, August 28, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Finance and lending. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Gainesville, Georgia, August 30, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Finance and lending. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Rome, Georgia, October 2, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Export compliance. (Alice Carson - acarson@georgia.org)

B2B EXPORT INITIATIVE, Gainesville, Georgia, October 4, 2012

A limited number of experienced exporters will be matched with infrequent exporters to help increase exports in Georgia's Appalachian (ARC) region. This mentoring program will include a series of topic-specific discussions facilitated by the Small Business Development Center (SBDC). Topic: Export compliance. (Alice Carson - acarson@georgia.org)

Additional Trade Initiatives

Export Directory

An online Georgia Export Directory is being created which will list contact and product information of exporters and export service providers in Georgia. Companies will be listed in this directory free of charge. (Taube Ponce - tponce@georgia.org)

Export Intermediary Initiative

GDEcD is developing a new service to identify Georgia-based export management companies (EMCs) and export trading companies (ETCs). GDEcD will develop and provide a list of such service providers free of charge to interested companies. There is no charge to be included in the list. (Ryan Thornton - rthornton@georgia.org)

China Export Initiative

GDEcD will translate a one-page company profile into Mandarin and present such Georgia company profiles to key facilitators in China. Leads resulting from these introductions will be sent to participating companies for follow-up. GDEcD's contractor in China will help screen all leads generated from this service and assist companies with their follow-up. (Anna Alford - aalford@georgia.org)

Community Export Guide

GDEcD will develop an economic developer's export tool kit. This initiative will ensure that community leaders are aware of the importance of exporting and of the resources available to assist small businesses. (Mary Waters - mwaters@georgia.org)

Gold Key/International Partner Search Services

GDEcD will pay 100% of the cost of a limited number of Gold Keys / International Partner Searches or similar services, provided by the U.S. Commercial Service. These services help companies identify the appropriate agent, rep, distributor, buyer or key contacts that will help them increase sales to strategic markets. Preference will be given to qualified companies with requests in markets other than Mexico, Chile, Canada, Brazil, Germany and Israel, as GDEcD already provides these services free of charge to qualified Georgia companies. (Taube Ponce - tponce@georgia.org)

Trade Opportunities Alert

This service is provided to Georgia communities and economic development organizations for forwarding to their members. The Alert provides information on international companies seeking to purchase or distribute Georgia products. These leads are developed by GDEcD and/or GDEcD's International Offices. (Anna Alford - aalford@georgia.org)