Accelerate Alabama Exports
A Driver for Economic Development
2013 Export Alabama Alliance Trade Strategy
2013 Export Alabama Alliance Trade Strategy

HIGHLIGHTS

WHERE WE ARE NOW

• $19.5 billion in Alabama-made products and services exported to 188 countries during 2012 – a 9.36 percent increase from 2011 to 2012.
• Alabama ranked 22nd in the United States for total dollar volume of merchandise exports during 2012 – a move from 26th in the nation during 2011.
• $52.7 million in sales from Alabama companies participating in international activities with assistance by the Export Alabama Alliance.
• 213 pre-screened, qualified appointments arranged for 29 companies and organizations who participated in three trade missions abroad.
• Partial support for Alabama small business exporters to expand into overseas markets was provided by the United States Small Business Administration’s (SBA) State Trade and Export Promotion Program (STEP) and the Appalachian Regional Commission (ARC).
• Over 53 export education seminars/workshops/conferences and overseas events implemented by the Export Alabama Alliance during 2012 with some 2,700 individuals participating.

WHERE WE WANT TO BE

• Increase Alabama’s exports from 2013 to 2014 to parallel with the national goal of doubling exports within the five year period.
• Aim to diversify Alabama’s export base to concentrate on small and medium-sized businesses in the industry sectors of energy, bioscience, advanced manufacturing, and information technology.
• Commit to working with Alabama exporters to address key export barriers and engage in advocacy programs to assist in removing the issues which they face.
• Continue to align resources and efforts to identify targets in key markets and new opportunities while assisting companies in meeting any challenges along the way.
• Focus on assisting Alabama exporters through education and research.

HOW WE WILL GET THERE

• This strategy will provide the blueprint for activities to take place during the year.
• Develop new and innovative programs for identified target industries to provide outreach and development of new and expanding international markets.
• Continue to build a consensus for a shared vision in the development of future, integrated strategies for international trade.
• Promote Alabama as a state with quality-made and innovative products, as well as a center of excellence for doing business and overall quality of life.
The Export Alabama Alliance is a seamless network of international trade agencies with the fundamental objective to help Alabama companies grow their business internationally. This strong alliance of local, state, and federal organizations works together to develop and coordinate programs which facilitate the export of Alabama’s goods and services overseas.

In addition to jointly promoting sanctioned, overseas events such as trade missions and trade shows, these trade organizations counsel and assist companies in all aspects of global commerce, from how to assess a firm’s export readiness and developing a marketing plan, to export financing, credit insurance, documentation, delivery, and payment. Workshops and seminars, as well as individual counseling sessions, are coordinated by the Export Alabama Alliance to help educate and prepare Alabama companies to compete in the global marketplace.

The Alliance meets several times throughout the year to ensure that the activities outlined in this blueprint are on track.

You will find Alliance members and contact information on page 32 of this report.
A Message from Greg Canfield

Alabama exports have been an economic engine for the state over the past decade. We’re experiencing record levels of exports which mean jobs are being created and sustained. However, we know that less than one percent of American companies sell a product or service outside the U.S. and that means lost opportunities for Alabama businesses.

We are expanding Alabama’s global footprint as we expand our exports and take companies to new markets. It is imperative that we help our companies reach beyond our borders for economic opportunities that serve to grow Alabama’s trade. One of the key drivers in Alabama’s economy is exports. That is why it is such a critical part of *Accelerate Alabama*, the economic development strategic plan for the state.

Commerce is committed to supporting businesses of all sizes in reaching new markets and new customers. We know that our companies, particularly small and medium-sized enterprises, face challenges when trying to sell in the overseas markets. To help them overcome these hurdles, the Export Alabama Alliance, a seamless network of trade organizations located throughout the state and which Commerce is an integral part of, provides a variety of services to assist our companies in exporting. These include customized training for new-to-export companies, in-depth research on specific markets, working with them to obtain export financing and most importantly, providing opportunities for our companies to meet one-on-one with potential business partners.

We believe the state has made a tremendous impact on increasing Alabama exports – and to keep it going, we will continue to have a special focus on trade promotion and development.

Greg Canfield
Secretary
Alabama Department of Commerce
WHY A TRADE STRATEGY FOR ALABAMA?

The Export Alabama Initiative demonstrates the benefits that a successful trade program can have on accelerating exports for small and medium-sized companies in the state. Since its inception in 2004, the Export Alabama Alliance continues to develop short and long term strategies that reinforce its determination to increase the state’s exports and build strong and productive relationships throughout the world.

More than 70 percent of the world’s purchasing power is located outside of the United States. To grow Alabama’s economy and support jobs in the state, it makes sense to look at markets beyond our borders, where demand for U.S. products is growing. Reaching beyond the state and U.S. borders for trade opportunities that serve to create and sustain jobs is vital to the prosperity of Alabama’s economy.

International trade has long served the state as an engine for growth, with 2012 recording the highest-ever level of exports. Exports from 2011 to 2012 increased some 9.4 percent with last year’s exports totaling $19.5 billion.

Our state benefits from the cachet of “Made in the USA,” where we are known throughout the world for high quality, innovative goods and services, customer service, and sound business practices. Due to our inventiveness, Alabama products and services are in demand because they improve lives and livelihoods around the world. And exporting is profitable for not just large businesses, but for companies of all sizes. On average, sales grow faster, more jobs are created, and employees typically earn 13-18 percent more than in non-exporting firms. Companies that export are generally more resilient to economic fluctuations than those that do not. Alabama is home to hundreds of small and medium-sized firms. Many lack the knowledge, resources, and confidence to begin or expand into overseas markets. The Export Alabama Alliance provides the assistance to help them succeed. The key to Alabama’s economic growth is to help more businesses find success in the overseas marketplace.

Not resting on its laurels, the Export Alabama Alliance has put together an aggressive trade strategy for 2013, to raise exports to an even higher level. The ambitious pro-trade plan focuses on entering new markets so Alabama companies can continue to grow and expand their international footprint, building new trade ties with key partners in both developed and emerging markets, advocating improved access to those markets which present companies with trade barriers, and providing Alabama companies with tailored trade services.

Exports are a path to economic prosperity.

Source: US Department of Commerce

Companies that trade internationally are more successful than those which do not.
ACCELERATOR 1:
MARKETING & OUTREACH

Assist Alabama businesses to become “export ready” and grow in new and expanding markets.

The challenges for small and medium-sized companies (SME’s) are constant. Whether it is domestic or international, the competition is strong. In order to survive, companies must look abroad for new customers. Entering the exporting arena allows a company to expand its business over the long-term. It provides opportunities for companies to improve their overall competitiveness. As the world’s economy changes, companies are realizing that overseas markets hold great potential in making their businesses profitable. However, the top reasons given by small and medium-sized companies on why they do not export were the difficulty in finding clients and limited knowledge of exporting. This parallel with a national survey stating that 30 percent of manufacturers who do not export would consider exporting if they had more help getting information about markets, customers, and export procedures.

Tactics

- The Export Alabama Alliance, a seamless network of export advisers located throughout the state, will deliver targeted export advice and other export services across the state. Focus will center on small and medium-sized businesses which may be existing and/or new-to-export.
- Export activities undertaken will include industry-specific skills development programs and export-focused seminars, as well as a range of new government-funded export programs available to qualifying companies.
- Support will be provided to new exporters to achieve an export deal and for these new exporters to achieve export sustainability by further export deals.
- Export seminars will be delivered throughout the state providing information and advice to existing and new exporters on accessing global supply chains.
- A series of trade publications will be distributed, highlighting the success of Alabama’s export community and its capabilities while promoting the state’s innovative products and services to ensure an increased level of awareness throughout the world.
ACCELERATOR 2: GLOBAL CONNECTIONS

Increase Alabama exports to help companies grow, boost the state’s economy, and produce jobs.

Through Alliance programs, companies have numerous opportunities to travel to overseas markets and meet with qualified buyers. Statewide trade missions have proven to be successful in emerging markets, where even some of the most globally-present Alabama companies have yet to develop a presence. The recruitment process is specifically geared toward those who present the products and services found in the highest demand in the destination country, while also taking into consideration the level of export experience that might be necessary to enter each particular market. Introductory seminars for each trade mission offer insight to all Alabama companies on these potentially unfamiliar territories. Those whose interest is piqued through this recruitment process are then provided with initial assessment on their individual potential in the country through conference calls arranged by the Alabama Department of Commerce with the designated matchmaking service. Upon determining the value of the opportunity to enter the emerging market, Alabama companies then commit to joining the delegation for matchmaking, networking, and valuable knowledge provided on an Alabama trade mission. Other matchmaking opportunities are available through the U.S. Department of Commerce services.

Tactics

- The Export Alabama Alliance will continue to lead the way in strengthening important markets for Alabama companies, which include the Nordic Region, Asia, Europe, Canada, and Australia.
- Small and medium-sized companies will be provided market information, export opportunities, and market-entry mechanisms to allow informed export decisions when participating in overseas trade missions and business introductions to Norway/Sweden, China/Korea and Belgium/France.
- Targeted industry sectors in advanced manufacturing (energy and bio-science) will be promoted to take advantage of the statewide trade mission to the Nordic region.
- Promotion in multi-industry sectors on the recent signing of the Free Trade Agreement with South Korea, which helps make Alabama companies more competitive, will be undertaken to encourage participation in the statewide trade mission to South Korea.
- Access to the STEP and ARC funding programs for all eligible Alabama companies which provides assistance with individualized marketing activities throughout the world.
- Qualified trade leads will be distributed to new and existing exporters in the state.
Norway and Sweden
March 9-16, 2013

THE MISSION

The mission will have two components focusing on increasing trade and investment. The trade component will focus on helping Alabama companies’ launch or increase their export business in the Nordic region. The mission will help participating firms gain market information, make business and government contacts, solidify business strategies, and advance specific projects towards the goal of increasing Alabama exports to the Nordic Region.

The mission will include business-to-business matchmaking appointments with local companies and site visits and meetings with industry associations, chambers of commerce, and government officials. The delegation will be comprised of Alabama firms, representing a cross section of U.S. industries, with growing potential in the Nordic Region. The investment component will focus on Alabama as an optimal investment location for companies in the Nordic Region looking to expand into and collaborate with the North American market, specifically in the life science and biotechnology sectors. The mission will include briefings, by leading experts from the State of Alabama, in regards to the investment climate in Alabama, as well as recent breakthroughs and collaboration opportunities in these sectors.

MISSION GOALS
The Trade Mission to the Nordics will help Alabama firms initiate or expand their exports into the region by providing business-to-business introductions and market access information and highlight Alabama as a viable investment location in the U.S. for the health science and biotechnology sectors.

COMMERCIAL SETTING
The Nordic Region (Norway, Sweden, Denmark, and Finland) with its +$1.3 trillion economy is considered one of the ten largest economies in the world. The Nordic Region is comparable to Canada in combined GDPs and is considered worldwide to be an excellent test market for new products and an easy-to-enter market for new-to-market (NTM) companies. English is widely understood, business agreements are reliable, and commuting within the Nordics is easy to organize. The Nordic countries have close ties to the United States culturally, politically, and historically.

Excellent opportunities for Alabama businesses exist in this market-diverse area, from offshore oil and gas equipment in Norway to a rich array of durables and consumables in all Nordic countries. Last year, the value of Alabama exports to the Nordic Region topped $195 million, compared to $86 million in 2010. In 2012, the state’s Nordic Region exports grew by more than 127 percent over the previous year.

MISSION SCENARIO
The mission will stop in Oslo and Stockholm. At each stop, delegation members will participate in one-on-one business meetings with potential buyers, agents, distributors, and partners. Delegates will also attend briefings by U.S. Embassy officials on business opportunities in both cities. They will attend networking events at the U.S. Ambassador’s Residence in Oslo and at the U.S. Embassy in Stockholm. These events will offer additional opportunities to speak with local business and government representatives.
South Korea and China
May 10-18, 2013

THE MISSION
The Alabama Trade and Business Development Trade Mission stop in Seoul, South Korea will feature participation in Trade Winds, an official U.S. Department of Commerce/U.S. Commercial Service conference and matchmaking event. Companies that are new to Asia or are looking to tap into new markets will find the Trade Winds Business Development Conference the ideal launching point for expansion throughout the region. For those interested in China, pre-screened appointments will be made utilizing the Gold Key Service of the Foreign Commercial Service’s U.S. Department of Commerce.

MISSION GOALS
The Trade Mission to these Asian markets will help Alabama firms initiate or expand their exports to the region by providing business-to-business introductions and market access information and highlighting Alabama as a viable investment location in the U.S.

COMMERCIAL SETTING
Alabama exports to South Korea in 2012 totaled $466 million, making it Alabama’s eighth largest export market. The $1 trillion South Korean economy is heavily weighted on international trade. As South Korea continues to move toward more technology-intensive industries, U.S. companies will find market opportunities in leading industries, such as life sciences (medical devices, pharmaceuticals and biotechnology), industrial chemicals, IT, nano-technology, aerospace and defense, energy, environmental technology, and transportation. U.S. companies are already partnering with local South Korean industries to expand market opportunities from South Korea to third-country markets including those in the Middle East and other markets in the Asia-Pacific region. Given South Korea’s strong shipping and air cargo infrastructure, it is not only a promising market for U.S. goods and services, but also a hub for eventual expansion to other markets.

The long anticipated South Korea - U.S. Free Trade Agreement (KORUS-FTA) was implemented on March 15, 2012, becoming our nation’s largest FTA since NAFTA. The agreement has the potential to increase U.S. exports to South Korea by approximately $10-12 billion, and it will be especially beneficial to U.S. small and medium-sized companies. KORUS eliminated tariffs on nearly two thirds of U.S. agricultural exports immediately upon entry into force, and will eliminate tariffs for over 95 percent of U.S. exports of consumer and industrial products within five years. These tariff eliminations, plus strong transparency obligations, will facilitate U.S. exports. In addition, it is worth noting that recently implemented trade agreements have benefited the U.S. in general and Alabama in particular. For example, since the U.S.-Chile FTA entry into force in 2004, Alabama exports to Chile have grown by 554 percent. Since the U.S.-Singapore FTA entry into force, also in 2004, Alabama exports to Singapore have grown by 164 percent. KORUS can similarly benefit Alabama.

Alabama exported $2.4 billion of goods and services to China in 2012, a 3.5 percent increase over 2011 and a nearly 25 percent increase over 2010, making China the State’s third largest export market. China’s GDP grew 9.2 percent in 2011, is expected to have grown 7.5 percent in 2012 and is expected to grow between 8.3 and 8.8 percent in 2013. China’s rapid economic growth, especially in the urban areas, has led to a booming consumer market for high-end goods and services. China will account for the consumption of about 20 percent (approx. $27 billion) of global luxury goods by 2015. By 2020, China’s middle class is expected to account for around 45 percent of the population, or approximately 700 million people.

The Northeast China region is rich in natural resources including coal, oil, iron ore, and
timber, and is China’s heavy industrial center for iron and steel, oil, petrochemical, shipbuilding, machine tools, aviation, and automobile manufacturing. Liaoning, the most industrialized province in the region, with its capital Shenyang and its port city Dalian, has benefited significantly from the “Revitalize Northeast” initiative (which offers policy and financial incentives aimed at reforming state-owned industrial enterprises and developing new industries, such as information technology, food processing, and services). Shenyang, together with six mid-sized surrounding cities, each with a population of 1.6 - 3.4 million, is expanding into a “Greater Shenyang” region. Dalian, with the biggest port in northeast China, has been selected by the central government to be developed into the transportation hub for Northeast Asia.

MISSION SCENARIO

Trade Winds Business Development Conference – South Korea

- Participate in a focused, business development conference, highlighting opportunities and challenges in this extremely dynamic region.
- Attend high-visibility business networking events with leading industry and government officials.
- Meet one-on-one with Senior Commercial Officers from U.S. embassies and consulates in the region for guidance on trade leads and market-entry strategies. Countries represented will include Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, and Vietnam.
- Pre-screened, business-to-business meetings with potential local partners will be arranged.

Matchmaking and Networking -- China

- This portion of the trade mission will focus on business matchmaking and networking events with potential business partners in Shenyang, China.
- The multi-industry mission is aimed at Alabama’s industrial, service, and higher education leaders, with a focus on small and medium-sized enterprises.
- Pre-screened, business-to-business meetings with potential local partners will be arranged.

Belgium and France

August TBC

THE MISSION

A statewide trade mission to these European markets is being planned for August/September of 2013.

MISSION GOALS

The Trade Mission to these European markets will help Alabama firms initiate or expand their exports to the region by providing business-to-business introductions and market access information and highlighting Alabama as a viable investment location in the state.

COMMERCIAL SETTING

Belgium and France offer unique opportunities for Alabama exporters and both are strong trading partners for the state. France and Belgium rank 9th and 10th, respectively, as principal trading partners for Alabama.

Belgium enjoys one of the highest per capita incomes in Europe, with a relatively balanced income distribution, resulting in widely-spread purchasing power. Belgium’s GDP was estimated at a total of $403.9 billion in 2010. The U.S. ranks as Belgium’s 5th principal trading partner; with Belgium ranked 18th for largest U.S. trading partner.

Belgium’s central location in the wealthy region of Europe makes the country an ideal gateway for exports to Europe. It has a very well developed infrastructure and is regarded as an excellent transit and distribution center. It has the second most extensive canal network in
Europe and benefits from modern road and rail networks. Antwerp is Europe’s largest container port for the US-EU trade; Liege, located 90 kilometers east of Brussels, is the third largest European river port, and Liege Airport is also an important center for freight with 339,431 tons sent in 2011. Brussels Airport, located only 15 minutes from the center of Brussels, is also among the busiest by cargo traffic in Europe, sending a little over 475,000 tons of freight in 2011. Within a radius of only 300 miles, 140 million EU consumers can be reached, representing 60% of Europe’s purchasing power.

Belgium is also seen as a test market. Indeed, Belgium contains a few distinctly separate socio-demographic groups such as the Germanic Flemings and the Latin Walloons, governed by the same legal system. The Belgian economy largely reflects the overall European economy and consumer – a mini-Europe that is easier to enter than starting with larger European markets.

France is fast becoming a stronger partner with Alabama. With the recent announcement of Airbus, companies are looking for more opportunities with the world’s sixth-largest economy. France and the United States share one of the world’s largest economic relationships between two countries. The United States was the leading destination for French investments abroad in 2011. France is the 9th largest provider of goods and services to the United States. Conversely, France was the 13th largest purchaser of American goods and services in 2011.

France is the United States’ third-largest trading partner in Europe with a total trade balance of nearly $67.8 billion in 2011. It is estimated that the United States invested $6.6 billion in France during the same year. The United States constitutes France’s largest trading partner, excepting the European Union, taken as a whole. Key sectors include transportation, aerospace, pharmaceuticals, and industrial chemicals. France has substantial agricultural resources, a large industrial base, and a highly-skilled workforce. Alabama’s exports to France in 2012 totaled over $411.4 million and showed a growth of 24 percent from 2011 to 2012. Top exports included transportation equipment, chemicals, minerals, and plastic and rubber products, along with fabricated metal products.

MISSION SCENARIO
The mission will stop in Brussels and one French city. At each stop, delegation members will participate in one-on-one business meetings with potential buyers, agents, distributors, and partners. Delegates will also attend in-country briefings, by U.S. Embassy officials, on business opportunities in these two markets.

Funding for the 2013 Trade Missions provided by the United States Small Business Administration’s (SBA) State Trade and Export Promotion Program (STEP) and the Appalachian Regional Commission (ARC).

The products made in Alabama are second to none. We have a world-class workforce. And the rest of the world is taking notice.

Governor Robert Bentley
Build capacity and sustainability to ensure the benefits of trade programs extend beyond completion.

Widening the export base requires more resources and persistence than the standard, traditional export promotion activities carried out by the Alliance. Today’s export promotion and development strategies must include lessons learned, information, and contacts gathered through missions, conferences, and etc. and a look for concrete ways to disseminate them to others. With the changing nature of the international trade environment, it is important to include a continued program of advocacy, putting a positive face on trade, and include businesses, universities, and communities in this process.

Tactics

- Advocate for free trade agreements and access to markets where Alabama commercial interests are the greatest.
- Recognize eight Alabama companies at the Governor’s Trade Excellence Award program.
- Maintain and distribute a database of all key contacts in markets visited to interested companies.
- Collaborate with industry groups and chambers, domestically and internationally, to share information, resources, and expertise in order to maximize the level of assistance provided to Alabama companies engaging in exporting.
- Promote Alabama as a partner in the Nordic Region, Asia, Europe, Central/South America, and other countries where major activities are taking place in 2013.
- Build greater capacity by highlighting lessons learned, best practices, and success stories and incorporate these into the Export Alabama Alliance Trade Strategy for 2014.
## 2013 PROPOSED EXPORT ALABAMA EVENTS

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Jan 16-17</td>
<td>Visit of French Consul General</td>
<td>Huntsville</td>
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<td></td>
<td>The Honorable Denis Barbet, Consul General of France in Atlanta, GA,</td>
<td>will visit the Huntsville area</td>
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<td>to identify trade and investment opportunities.</td>
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<td>Jan 30-31</td>
<td>Connecting to a World of Opportunity in Asia</td>
<td>Mobile, Birmingham, Huntsville</td>
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<td>A series of market briefings will be held to discuss exporting to</td>
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<td>South Korea and China. Highlighted in these briefings will be a state-</td>
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<td>wide trade mission to Seoul, South Korea and Shenyang, China. Eric</td>
<td>will be the guest speaker,</td>
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<td>Sohn, South Korean Desk Officer and Trade Specialist with the U.S.</td>
<td>along with Alex Claypool of</td>
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<td>Department of Commerce, Washington, DC, will be the guest speaker,</td>
<td>Lancaster Holdings to speak</td>
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<td></td>
<td>Eric Sohn, South Korean Desk Officer and Trade Specialist with the U.S.</td>
<td>(in Birmingham only) on doing</td>
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<td>Department of Commerce, Washington, DC, will be the guest speaker,</td>
<td>business in China.</td>
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<td>along with Alex Claypool of Lancaster Holdings to speak (in</td>
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<td>Birmingham only) on doing business in China.</td>
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<td>Feb 5</td>
<td>NAITA/USASAC Industry Meeting: FMS &amp; USPACOM (Asia Pacific), at the</td>
<td>Chamber of Commerce of</td>
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<td>Chamber of Commerce of Huntsville/Madison County</td>
<td>Huntsville</td>
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<td>Feb 7</td>
<td>NAITA Trade Education Tour: How Exports Create Jobs</td>
<td>Decatur (Alabama Robotics</td>
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<td>Greg Canfield, Secretary of Commerce, will discuss why exports play</td>
<td>Technology Park)</td>
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<td>such a vital role in Alabama’s economy. Following the session with</td>
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<td>Secretary Canfield, the Export Alabama Alliance members will present</td>
<td>the various resources available</td>
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<td>a program on the various resources available to help companies export.</td>
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<td>Participants will also be treated to a tour of the Robotics Center</td>
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<td>after the program. This program is part of the Appalachia Alabama</td>
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<td>Initiative.</td>
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<td>Mar 6</td>
<td>2013 Governor’s Trade Excellence Awards</td>
<td>Montgomery</td>
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<td>Eight Alabama companies will be recognized by Governor Bentley for</td>
<td>Eight Alabama companies will</td>
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<td>their excellence in international trade. The companies will then be</td>
<td>be recognized by Governor</td>
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<td>honored at a luncheon hosted by the Export Alabama Alliance, with</td>
<td>Bentley for their excellence</td>
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<td>Secretary Canfield as the keynote speaker.</td>
<td>in international trade.</td>
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<td>Mar 7-8</td>
<td>Alabama Germany Partnership Annual Meeting</td>
<td>Birmingham</td>
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<td>This annual meeting takes place over two days with a program designed</td>
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<td>for companies to gain a greater understanding of the German market.</td>
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Mar 9-16  State of Alabama Trade Mission to the Nordic Region
Oslo, Norway and Stockholm, Sweden
The Nordic Region is considered one of the ten largest economies in the world and the fifth largest market in Europe. It is considered worldwide to be a test market for new products/technology and an easy-to-enter market for new-to-export companies.

Mar 12  NAITA Annual Meeting: 2013 Global Outlook & the Internationalization of R&D
Huntsville
Keynote speaker: Martin Grueber, Research Leader (Battelle – Technology Partnership Practice)
Presented by Maynard Cooper & Gale, P.C.

Mar 21  NAITA Export Controls & Compliance Roundtable Discussion: International Defense Technology Marketing Licenses, at the Chamber of Commerce of Huntsville/Madison County
Huntsville
Speakers include Mike Doubleday & Josh Keeton of Excelerate, Inc.
Presented by Bradley Arant Boult & Cummings LLP

Apr 8-9  U.S. Export Controls with the Export Compliance Training Institute, at the Westin
Huntsville

Apr 9-10  Finding Success in Canada
Huntsville, Birmingham, Mobile
A series of market briefings will take place to assist companies in learning about opportunities in this market. Frank Carrico, Commercial Consul, Toronto, will conduct these roundtable briefings.

Apr 10-11  Defense Trade Controls with the Export Compliance Training Institute, at The Westin - Huntsville

Apr 11  Managing China
Montgomery
This full-day seminar will begin with a session on understanding the Chinese culture. Session II will provide information on best practices for companies wishing to export. Lunch will be provided and the afternoon session, Session III, will detail current and future opportunities for foreign direct investment in the state from China. The targeted audience includes public and private leaders, economic developers, and companies interested in learning more about the Chinese market.
Apr 17-19  
2013 Gulf Coast Annual Conference  
Lake Charles/Kinder, Louisiana  
This regional conference brings together the states which border the Gulf Coast. Hosted by the state of Louisiana, the conference will focus on a specific market and pertinent trade topics.

Apr 22  
NAITA International Trade Summit at the U.S. Chamber of Commerce  
Washington, D.C.

May 10-18  
State of Alabama Trade Mission to Asia  
Shenyang, China and Seoul, South Korea  
Open to all manufacturing/service sector companies interested in expanding their sales to this emerging market. Economic development agencies, higher education institutions, and others will be invited to participate to expand their reach into China.

May 16  
Japan-America Society of Alabama (JASA) 24th Annual Dinner  
Birmingham  
This annual event highlights the strong trade and investment relationship between Alabama and Japan. Keynote speakers present insight into current and future opportunities with this country.

May TBD  
NAITA Export Controls & Compliance Roundtable Discussion  
Huntsville  
*Presented by Bradley Arant Boult Cummings LLP*

June 17-23  
Paris Air Show  
Le Bourget, France  
This event will feature Alabama at a state pavilion, along with various delegations throughout the state, highlighting their expertise in the aerospace industry.

July 14-16  
Southeast U.S. - Canada Annual Meeting & Matchmaking  
Halifax, Nova Scotia  
Over 200 businesses from across the Southeast US and Central and Eastern Canada attend this conference and matchmaking forum. The event includes topical discussion forums, valuable business networking opportunities, compelling keynotes, and a two-day matchmaking program.

Aug 12-15  
NAITA Exhibit Booth at Space & Missile Defense Conference  
Huntsville (Von Braun Center)

Aug 20-23  
AIMEX  
Sydney, Australia  
Alabama companies located in the Appalachian region will be afforded an opportunity to participate in the largest mining event in the Asia-Pacific region. This internationally-recognized mining event covers the latest technology, equipment, and services for coal and metalliferous mining operations and offers
a unique opportunity for leading suppliers and buyers to do business face-to-face.

**Aug TBD**  
2\textsuperscript{nd} Annual Global Supply Chain & Logistics Summit  
Huntsville  
This summit will address current issues of Supply Chain Management (SCM) and how it relates to maximizing the entire value chain for companies of all sizes. The Summit will assist and prepare companies to effectively utilize SCM and understand how the concepts of SCM could be used to improve their supply chain and bottom line.

**Aug TBD**  
NAITA Conversation on Trade at the Port of Huntsville  
Huntsville  
*Presented by the Port of Huntsville*

**Aug TBD**  
State-wide Trade Mission to Belgium and France  
Companies will be invited to participate in a trade mission to this market. This multi-industry mission will focus on small and medium-sized businesses.

**Sept TBD**  
NAITA 30\textsuperscript{th} Anniversary Pearl Jubilee World Trade Day Gala  
Huntsville

**Sept TBD**  
Visit of French Ambassador to the U.S.  
Huntsville  
His Excellency Mr. Francois Delattre, Ambassador of France to the United States, will visit the Huntsville area to gain greater understanding of trade and investment opportunities.

**Oct TBD**  
NAITA Export Controls & Compliance Roundtable  
Huntsville  
*Presented by Bradley Arant Boult & Cummings, LLP*

**Nov 17-19**  
Southeast U.S. Japan Annual Conference  
Biloxi, MS  
The 36\textsuperscript{th} annual meeting of this association will bring together economic developers, businesses, and government leaders to discuss current trends and opportunities for Japan and the Southeastern United States.

**Dec 9**  
NAITA Export Controls & Compliance Roundtable  
Huntsville  
*Presented by Bradley Arant Boult & Cummings, LLP*

**Dec 9**  
NAITA Holiday Party  
Huntsville  
*Sponsored by Bradley Arant Boult & Cummings, LLP & Page & Jones, Inc.*
TRADE SPOTLIGHT:
2012 EXPORT HIGHLIGHTS

State Exports Continue to Accelerate

- $19.5 billion in Alabama-made products and services exported to 188 countries during 2012 – a 9.36 percent increase from 2011 to 2012.
- Alabama ranked 22nd in the United States for total dollar volume of merchandise exports during 2012, moving up from 25th in the nation in 2011.
- Top five export destinations and top five Alabama-made products exported in 2012:
  
<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$3.9 billion</td>
<td>Transportation</td>
<td>$7.7 billion</td>
</tr>
<tr>
<td>Germany</td>
<td>$2.5 billion</td>
<td>Chemicals</td>
<td>$2.6 billion</td>
</tr>
<tr>
<td>China</td>
<td>$2.4 billion</td>
<td>Mining</td>
<td>$1.8 billion</td>
</tr>
<tr>
<td>Mexico</td>
<td>$2 billion</td>
<td>Primary Metals</td>
<td>$1.4 billion</td>
</tr>
<tr>
<td>Japan</td>
<td>$795 million</td>
<td>Forestry</td>
<td>$1.1 billion</td>
</tr>
</tbody>
</table>

- Vehicles continue to be Alabama’s number one export product and are shipped to over 80 countries. Transportation equipment experienced a 27 percent growth from 2011 to 2012.

Alabama’s International Trade Activities Accelerate Exports

- $52.7 million in sales from Alabama companies participating in international activities with assistance by the Export Alabama Alliance.
- 213 pre-screened, qualified appointments arranged for 29 companies and organizations who participated in three trade missions abroad.
- Partial support for Alabama small business exporters to expand into overseas markets was provided by the United States Small Business Administration’s (SBA) State Trade and Export Promotion Program (STEP) and the Appalachian Regional Commission (ARC).
- Over 53 export education seminars/workshops/conferences and overseas events implemented by the Export Alabama Alliance held during 2012 with some 2,700 individuals participating.
Alabama has a long history of successful trade in manufactured goods that has continued unabated right up until today. The nature of trade hasn’t changed, but it has expanded. Now, Alabama companies can increase sales and profits by meeting the needs of the world’s consumers, 96% of whom live outside the United States.

Exports are important, but so are imports. Without trade, some goods would be extremely expensive or not available at all. During 2012, Alabama’s two-way trade totaled over $46 billion. During this period the state imported some $26.5 billion in goods with top products in the minerals, metals, high-tech, transportation and chemicals industry sectors.
On the Road to Successful Global Expansion

Each year, the Export Alabama Alliance works together to recruit and implement overseas trade missions to targeted markets. These official delegations, comprised of mostly small and medium-sized companies, meet with pre-screened foreign companies interested in buying Alabama-made goods and services. These trips allow company representatives to gain access to foreign company leaders and government officials who would not normally meet with individual business visitors. In 2012, three statewide trade missions were organized to five countries with 29 companies participating.

Funding for the 2012 Trade Missions was provided by the United States Small Business Administration’s (SBA) State Trade and Export Promotion Program (STEP) and the Appalachian Regional Commission (ARC).

POLAND AND HUNGARY
A statewide trade mission was organized to Poland and Hungary during March 23-31, 2012, visiting the cities of Warsaw and Budapest. A total of 9 individuals, representing 7 companies/organizations, participated. Participants in the mission benefited from a full-range of business facilitation and trade promotion services arranged by Alabama’s partners who included the U.S. Foreign Commercial Service and U.S. Consulates. The mission included one-on-one business meetings between Alabama companies and potential Polish and Hungarian end-users and partners. Other delegation members met with government and private business leaders to discuss potential exchanges and business opportunities.

Deliverables from this mission include:
45 one-on-one, pre-arranged business appointments
$3 million in sales
3 quotes for potential sales
1 agent/distributor appointed
1 university relationship

CHINA
A statewide trade mission to the People’s Republic of China took place from June 7-15, 2012, with visits to the cities of Guangzhou and Shanghai. A total of 16 individuals, representing 12 companies and organizations, participated. Participants in the mission benefited from a full-range of business facilitation and trade promotion services arranged by Alabama’s partners who included the U.S. Foreign Commercial Service, U.S. Consulates, American Chamber of Commerce – South China, and local Chinese attorneys. The focus of the trade mission was on helping Alabama companies to launch or increase their export business in the Chinese market. The mission helped participating firms gain market information, make business and government contacts, solidify business strategies, and advance specific projects, all towards the goal of increasing Alabama exports to China. The mission included one-on-one, business-
to-business matchmaking appointments with local companies and site visits and meetings with industry associations, chambers of commerce, and government officials.

Deliverables as a result of this mission include:
75 one-on-one, pre-arranged business appointments in Guangzhou and Shanghai
$6 million + in sales
2 quotes on open tender
3 agents/distributors appointed

PANAMA AND COLOMBIA

The Trade Mission to Panama and Colombia during October 13-20, 2012, visited the cities of Panama City and Bogotá. A total of 17 individuals, representing 7 companies and 3 organizations, participated. Participants in the mission benefited from a full-range of business facilitation and trade promotion services arranged by Alabama’s partners which included the U.S. Foreign Commercial Service (USFCS) and the American Chamber of Commerce (AmCham). The mission included one-on-one business meetings between Alabama companies and potential Panamanian and Colombian end-users and partners. This was the first Alabama trade mission to Panama and the third to Colombia.

Deliverables as a result of this mission include:
93 one-on-one, pre-arranged business appointments
$4.7 million+ in sales
6 quotes for potential sales
2 agents/distributors appointed
2 university relationships

Greg Wong, Principal Commercial Officer, U.S. Foreign Commercial Service in Guangzhou and Hilda Lockhart, Director of International Trade, Alabama Department of Commerce join business leaders in Guangzhou, China for a luncheon meeting.
The Governor's Trade Excellence Award was established in 2005 (inaugurated in 2006) to demonstrate the exporting excellence of Alabama businesses and to celebrate their export success. The award program, coordinated by the Alabama Department of Commerce and the Export Alabama Alliance, includes large, medium, and small businesses, as well as new-to-export companies, from every region of the state. Industries selected are from the manufacturing, service, and agribusiness sectors.

The objectives of the Governor's Trade Excellence Award Program are to:

- Identify Alabama’s successful and innovative exporters.
- Promote exporters as role models to the Alabama business community in order to encourage greater involvement in the global marketplace.
- Develop and enhance awareness of the impact of exporting on Alabama's economy.

**Recipients of the 2012 Governor’s Trade Excellence Award**

Alignment Simple Solutions, Pelham
AZ Technology, Huntsville
CentraLite, Mobile
Dunbarton Corporation, Dothan
Henderson Sewing Machine Co., Andalusia
Kappler Inc., Guntersville
MCM Custom Vehicles, Trussville
Mid America Engine, Warrior

*Award recipients l/r Lynn Leeper, AZ Technology; Charles Smith, CentraLite; Oscar Hughes, Dunbarton Corporation; Gov. Bentley; Keith Coleman, Mid America Engine; and George Kappler, Kappler, Inc.*
Detailed Listing of 2012 Trade Events

Jan 17 & 18  
**Doing Business in China**  
*Birmingham* (42 participants)  
*Huntsville* (28 participants)  
*Montgomery* (26 participants)  
*Mobile* (22 participants)  
Based on his past service at the U.S. Consulate in Guangzhou, China, expert speaker Andrew Gately, offered insights on market entry strategies into this market. Included were both the benefits and challenges that are to be expected. Gately also promoted the trade and business development mission to the People’s Republic of China, which took place in June of 2012.

Jan 25  
**NAITA Annual Meeting: The Army’s Face to the World with Major General Frank D. Turner III, Commanding General of USASAC (U.S. Army Security Assistance Command)**  
*Huntsville* (198 participants)  
Major General Frank “Del” Turner, Commanding General of USASAC, provided an overview of USASAC – the Army’s focal point for Foreign Military Sales (FMS) – and how its strategic command impacts the North Alabama community.

Feb 22  
**East Alabama Existing Industry Roundtable on Trade**  
*Opelika* (60 participants)  
This quarterly meeting focused on the benefits of exporting for companies in East Alabama. Hosted by the Lockhart, Director of International Trade for the Alabama Department of Commerce presented an overview of Alabama’s trade activities and provided detailed information on trade resources available to local companies to help them export.

March 1-4  
**2012 Japan International Boat Show**  
*Yokohama* (2 Alabama companies represented)  
With more than 43,000 visitors, the 51st holding of the Japan International Boat Show was the largest-ever marine event in Japan. Organized by the Japan Boating Industry Association (JBIA), the focus of the 2012 Boat Show was to revive the Japanese people by giving them the opportunity to “see, ride, and enjoy” the latest marine leisure products and “learn about the sea through experiential encounters.”

March 6-7  
**Complying with U.S. Export Controls (EAR)**  
*Birmingham* (129 participants)  
This two-day program was led by BIS’s professional counseling staff and provided an in-depth examination of the Export Administration Regulations (EAR). The program covered the information that exporters need to know to comply with U.S. export control requirements on commercial goods. The focus was on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or re-export without applying for a license; export clearance procedures and record keeping requirements; an overview of the Export Compliance Management Program (ECMP) concepts; and real life examples in applying this information.
March 7  University of South Alabama’s Mitchell College of Business, International Business Council & Mobile Area Chamber of Commerce Trade Meeting Mobile (50 participants)  
The International Business Council of the University of South Alabama’s Mitchell College of Business and the Mobile Area Chamber of Commerce hosted Mr. Bill Taylor, President of the Economic Development Partnership of Alabama (EDPA), to discuss current trade topics affecting Mobile and the State of Alabama.

March 8  Complying with the ITAR: Exports of Defense Articles & Services Birmingham (97 participants)  
This full day program was designed for any person or company who exports (or temporarily imports) defense articles, defense services, or technical data. It was presented by a member of the U.S. Department of State, Directorate of Defense Trade Controls (DDTC). The program enhanced participants' understanding of the role of the DDTC in licensing exports (and temporary imports) of defense articles/services covered by the United States Munitions List (USML). Specific topics covered included an overview of DDTC; commodity jurisdiction; registration and eligibility; license preparation; license review process; agreements preparation; ITAR (International Traffic in Arms Regulations) exemptions; and a compliance overview.

March 14  Governor’s Trade Excellence Award Ceremony Montgomery (96 participants)  
Eight Alabama companies were recognized by Governor Bentley for their accomplishments in growth and expansion in international trade. The companies were also honored at a luncheon hosted by the Export Alabama Alliance with Greg Canfield, Alabama Secretary of Commerce, as the keynote speaker. Recipients included: Alignment Simple Solutions, AZ Technology, CentraLite, Dunbarton Corporation, Henderson Sewing Machine Co., Kappler, Inc., MCM Custom Vehicles, and Mid America Engine.

March 22  NAITA Export Controls & Compliance Roundtable Discussion Export Controls for Security Professionals: The Intersection of NISPOM & ITAR Huntsville (20 participants)  
This presentation included a discussion of the FSO’s role in export controls, a comparison between NISPOM (National Industrial Security Program Operating Manual) and ITAR (International Traffic in Arms Regulations), a review of key ITAR concepts, the new “Technology Security/Clearance Plan,” and what to do if an ITAR violation occurs.

Mar 23-31  State of Alabama Trade Mission to Poland & Hungary Warsaw & Budapest (5 Alabama companies represented, total of 9 participants)  
This State of Alabama Certified Trade Mission enabled companies to find foreign buyers in the emerging markets of Poland and Hungary. Delegates were able to present their
products and services to growing industries, including those of manufacturing, information technology, and luxury goods.

April 2-3  **Export Compliance Training Institute (ECTI) Seminar: U.S. Export Controls (EAR)**
Huntsville (46 participants)
This seminar series provided a hands-on approach to complying with the Export Administration Regulations (EAR), including export controls, anti-boycott regulations, and Treasury Department trade embargoes. Topics included: introduction to export controls; classification, shipping, and licenses; China military catch-all rule; re-exports; Office of Foreign Assets Control Regulations; anti-boycott regulations; information technology, technical data, and software export enforcement issues; and effective export compliance.

April 3  **Asian Markets Mean $$$ for Your Company**
Montgomery (34 participants)
With a population totaling some 600+ million and ranking as the world’s 9th largest economy, the vast, tropical region of Southeast Asia provides a multitude of possibilities for American companies. This program focused on three of the most robust nations within the ASEAN region – Vietnam, Singapore, and Thailand. In addition, participants learned about the various cultures of Asia. The impressive line-up of speakers included Don Nay, Regional Director for East Asia and the Pacific; Brent Omdahl, Acting Director of the Atlanta U.S. Export Assistance Center; Mike McGee, Commercial Counselor in Thailand; and Dr. Iris Hong Xu, Director of the Confucius Institute and Asian Studies at Troy University.

April 4-5  **Export Compliance Training Institute (ECTI) Seminar: Defense Trade Controls (ITAR)**
Huntsville (45 participants)
Attendees learned the ins and outs of compliance with the ITAR (International Traffic in Arms Regulations) in a format that was easy to digest. Topics included: munitions export controls, an overview of ITAR and DDTC, controlled items and activities, license requirements, brokering issues, political contributions, technical data considerations, license, agreement, and exemption management, a license application workshop, and internal control programs.

April 10  **Opelika Roundtable on Trade**
Opelika (45 participants)
Local businesses and elected officials attended this program to learn about the impact of exports on Alabama and the local community. In addition, resources available to companies from the Export Alabama Alliance members were presented.

April 10-12  **Gulf States Trade Alliance: 2012 Annual Export Conference**
Biloxi (5 Alabama companies represented, total of 6 participants)
This regional conference, hosted by the State of Mississippi, focused on export resources and new market opportunities for small businesses. It had a particular region/country focus on Latin America and Canada. The Gulf Coast Trade Alliance includes the states of Alabama, Florida, Mississippi, and Louisiana.

April 16  **NAITA Presents USASAC Foreign Military Sales (FMS): Today & Tomorrow**
Huntsville (162 participants)
There is an art to USASAC’s efforts in developing requirements for Foreign Military Sales (FMS) cases. Major General Frank “Del” Turner, Commanding General of USASAC, provided an overview of USASAC and the U.S. Army’s FMS Enterprise. The presentation, and subsequent discussion, focused on facilitating interaction between the military and industry and the benefits of developing relationships with foreign countries. Major General Turner’s presentation was followed by a panel discussion which focused on FMS that are being conducted in the Middle East, the geographic area of U.S. Forces Central Command (CENTCOM).
April 18  Turkmenistan & Alabama: Potential for Expanded Trade  
Montgomery (60 participants)  
Turkmenistan has been in the process of re-establishing itself since gaining independence from the Soviet Union in 1991. The country is rich in natural gas and oil, as well as coal, precious non-ferrous and rare metals, sulfur, gypsum, iodine, bromine, potassium and common salts, marble onyx, and mineral waters. Business representatives from Turkmenistan were presented with the variety of resources that are provided to local businesses throughout the State of Alabama in their key industries. They were then encouraged to develop relations with these businesses through the Alabama Department of Commerce and its partners in the Export Alabama Alliance.

April 26  Dinners, Doors & Deals: Why International Protocol Matters  
Montgomery (85 participants)  
Protocol is not simply a matter of selecting the right gift, placing flags in the correct order, or knowing how to address someone. Protocol is the very glue that binds our business, diplomatic, educational, and cultural relationships. Attendees learned how they could put their best foot forward and gain a competitive advantage on the international scene. Hosted by Alabama State University, Chris Young, President of Protocol and Diplomacy International Association, presented this program.

April 26  JASA Foreign Trade Zone Seminar  
Montgomery (15 participants)  
Hosted by the Japan America Society of Alabama, the Foreign Trade Zone (FTZ) Seminar provided attendees with general information on the FTZ Program including the background, development, and structure of the Program; the Program participants; the major benefits to FTZ users; the processes involved in FTZ implementation; and the development and use of the FTZ Program in Alabama. Greg Jones, Corporate Secretary and Senior Consultant for the Foreign Trade Zone Corporation, was the expert speaker.

May 3-4  Defense Security Assistance & Foreign Military Sales Overview  
Huntsville (14 participants)  
Security assistance has been a part of our nation’s history since the Revolutionary War. According to the Defense Institute of Security Assistance Management’s (DISAM) “Green Book,” twelve major programs fall under our nation’s security assistance umbrella. With over $35 billion in Foreign Military Sales (FMS) in the 2011 fiscal year, it is clear that FMS serves as an important security assistance policy tool. This course examined the historical and policy-driven aspects of the Defense Department’s Security Assistance Program and gave participants information on FMS terminology, as well as step-by-step information on the FMS case process.
May 10  **NAITA World Trade Day Featuring Ex-Im Bank**  
**Huntsville** (156 participants)  
World Trade Day, co-sponsored by NAITA (North Alabama International Trade Association) and the Madison County Commission recognized the significance of international trade in the growth and economic well-being of the North Alabama region. The luncheon focused on the importance of international trade in creating jobs, business opportunities, and economic prosperity for North Alabama. The NAITA Global Trade Award was also presented to a regional organization during the meeting.

*Digium was the recipient of the NAITA Global Trade Award at World Trade Day May 2012 (Chairman Mike Gillespie, Madison County Commission; Mark Spencer, Founder & CTO and Danny Windham, CEO of Digium; & Anne Burkett, NAITA Executive Director)*

May 10-11  **Impact Alabama: Focus on Trade**  
**Mobile** (15 participants)  
Impact Alabama is a program intended to give Alabama’s economic development leadership a forum for productive and focused dialogue on key issues affecting the state’s economic growth. This program included a tour of the Port of Mobile and a discussion on the positive impact of trade in Alabama. Presentations were also made by Hilda Lockhart, Alabama Department of Commerce; Win Hallett, Mobile Area Chamber of Commerce; and Mike Lee, Page & Jones, Inc.

May 15  **Israel Ministry of Defense Procurement Opportunities Program**  
**Huntsville** (62 participants)  
This event presented a unique opportunity for Alabama companies to meet, in person, and learn directly from Israel’s Ministry of Defense (MOD) about its security needs for technology, equipment, and other supplies, as well as information on how to do business with the government of Israel. Currently, the MOD oversees annual purchases of over $2.2 billion from companies throughout the U.S.

May 15  **Trading With the World – Exporting Alabama Agriculture**  
**Birmingham** (55 participants)  
Export Alabama Alliance member Brian Davis, Director of the Alabama International Trade Center, presented at this agriculture-related seminar. Agribusiness companies attended along with elected/public leaders to learn what opportunities were available in the international marketplace for locally-produced food products.

May 20-22  **SEUS Canada 5th Annual Conference**  
**Myrtle Beach** (2 Alabama companies represented, total of 4 participants)  
Over 200 businesses from across the Southeast U.S. and Central & Eastern Canada attended this conference and matchmaking forum. The event included topical discussion forums, valuable business networking opportunities, compelling keynote addresses, and a two-day matchmaking program.
May 24  |  Alabama District Export Council World Trade Week Dinner  
Birmingham  |  (132 participants)  
In celebration of World Trade Week, the Alabama District Council hosted this dinner which featured special guest speaker Lieutenant General (Retired) Daniel W. Christman, Senior Counselor to the President of the U.S. Chamber of Commerce. Lieutenant General Christman spoke on how the present geopolitical situation and newly-ratified free trade agreements will affect our region.

June 7-15  |  State of Alabama Trade Mission to the People’s Republic of China  
Guangzhou & Shanghai  |  (7 Alabama companies represented, total of 16 participants)  
This State of Alabama Certified Trade Mission was open to all manufacturing and service sector companies interested in expanding their sales to this emerging market. Economic development agencies, higher education institutions, and others also participated in this trade mission in hopes of expanding their reach into China.

June 17-22  |  State of Alabama Trade Focus on Bremen, Germany  
Bremen  |  (3 Alabama companies represented, total of 16 participants)  
A delegation from the state of Alabama, along with well-known representatives from politics and industry led by the State’s Secretary of Commerce Greg Canfield, visited Bremen to explore trade and investment opportunities. The visit included tours of the BLG terminal in Bremerhaven as well as automotive and aerospace facilities.

June 19  |  Maximizing the Benefits of a Trade Show  
Montgomery  |  (72 participants)  
Trade shows provide an excellent opportunity to explore the international marketplace, meet existing suppliers, conduct business meetings, and investigate new products. Program attendees learned how to develop a strategy that would aid in maximizing their time before, during, and after a trade show.

June 21  |  Coffee with the Commercial Attaché – Focus Turkey  
Huntsville  |  (20 participants)  
Hosted by NAITA (North Alabama International Trade Association) and the International Services Council of Alabama, this event provided participants with information on doing business in Turkey. Deniz Senyurt, Commercial Attaché of the Republic of Turkey in Houston, discussed the current economic climate in Turkey, as well as the various business opportunities available there. Cultural issues, especially those related to business, were also discussed.

June 21  |  NAITA Export Controls Roundtable with the FBI & ICE/HSI: FBI Counterintelligence & ICE/HSI Enforcement of Export Restrictions  
Huntsville  |  (35 participants)  
Both the economic aspects of foreign counterintelligence collection and export controls issues are quickly rising in frequency and severity. Featuring expert speakers from the FBI and the Department of Homeland Security, this program brought to light counterintelligence threats and economic espionage issues that put companies’ technologies and programs at risk. Discussion topics included recent FBI cases, what the U.S. government and companies face with foreign intelligence services, export control investigations, and economic espionage.
July 10  
**A Beginner’s Guide to Exporting**  
**Mobile (66 participants)**  
Alabama exporters are part of a worldwide trend of growth in international trade. For those interested in expanding their business by exploring international markets, this seminar provided valuable information on the various programs/assistance available.

July 31  
**Doing Business in Panama & Colombia**  
**Huntsville (25 participants) Birmingham (43 participants) Montgomery (30 participants) Mobile (32 participants)**  
The U.S. Department of Commerce’s South America Desk Officer, Ashley Rosen, presented Alabama businesses with an overview of market entry in both markets. She highlighted major opportunities in the Colombian industry in sectors such as energy, machinery, and telecommunications. The Panama Canal expansion was a key point of her presentation on the Panamanian market, with an emphasis on the $13 billion in announced infrastructure projects for this predominantly service-driven economy. Both countries now offer the benefit of the recently-established Free Trade Agreement with the U.S., but Rosen also warned of the competition presented by other countries in these emerging markets. Attendees gained knowledge on how to navigate potential challenges while executing the most effective export strategy in each market.

Aug 1 & 2  
**Cheaper – Faster – Better: 1st Annual Global Supply Chain & Logistics Summit**  
**Huntsville (128 participants)**  
This inaugural Summit helped to educate companies on the importance of having a reliable and efficient supply chain, and also provided them with information on best practices in hopes that they would institute standards to make their business more competitive internationally. Structured as a series of case studies and featuring expert speakers from various backgrounds including academia and the military, the program covered a wide selection of topics including cost containment, visibility, and zero waste.

Aug 21  
**In-Bound Visit by Costa Rica’s ProComer**  
**Mobile (6 companies/organizations visited)**  
Procomer, the economic development organization of Costa Rica, was represented by Mr. Jorge Zamora, General Director of the Miami, FL office. Mr. Zamora met with several Alabama small businesses as well as the Port of Mobile. He presented valuable information on potential synergy between his country and the State of Alabama, and provided insight on resources such as Crecex (the Costa Rican Chamber of Importers) to facilitate future activities that might result from his visit.
Sept 20  NAITA Conversation on Trade with Greg Canfield, Secretary of Commerce for the State of Alabama
Huntsville (65 participants)
NAITA (North Alabama International Trade Association), in partnership with the U.S. Department of Commerce’s Alabama Export Assistance Center and the Export Alabama Alliance, hosted this annual Conversation on Trade meeting as an open dialogue with our elected officials on the importance of trade to our community, region, and nation. Alabama’s Secretary of Commerce, Greg Canfield, was the keynote speaker.

Florence (15 participants)
The State of Alabama’s new economic development plan, Accelerating Alabama, was highlighted, including specific information from the Export Alabama Strategic Plan. Attendees gained knowledge of the resources available to assist companies interested in doing business overseas.

Oct 2  NAITA Export Controls Roundtable: Is Your Compliance Program an Asset or a Liability?
Huntsville (12 participants)
This discussion provided an overview of international trade compliance issues to be aware of, as well as tips to ensure that your export compliance program is an asset, rather than a liability. “Do your due diligence” was the key message to attendees.

Oct 2  Missile Defense Agency Small Business Advocacy Council
Huntsville (16 participants)
This event was planned by the Women’s Business Council of North Alabama and included a networking breakfast with small businesses. The mission is dedicated to fostering and showcasing a superior collaborative environment for Missile Defense Agency prime contractors that develop and promote successful small business relationships to achieve common goals. Robert Stackpole, Alabama USEAC representative, spoke about the impact of trade on this industry sector.

Oct 13-19  State of Alabama Trade Mission to Panama & Colombia
Panama City & Bogota (7 Alabama companies represented, total of 17 participants)
With the recent passage Free Trade Agreements with these two emerging markets, Alabama companies were able to find buyers, agents/distributors, and potential partners for exports to Latin America. Matchmaking and networking helped introduce Alabama to its economic counterparts in these two countries.

Oct 15-16  NAITA Export Controls Update Conference: Focusing on Compliance Challenges & Export Control Reform
Huntsville (90 participants)
The 2012 Export Controls Update Conference focused on the latest export control reforms, giving those employees responsible for export compliance the knowledge they need to most effectively implement their company’s export control and compliance program. Conference speakers from the public and private sector covered best practices and updates related to the Export Administration Regulations (EAR), the International Traffic in Arms Regulations (ITAR), the Foreign Corrupt Practices Act (FCPA), and anti-boycott compliance. Regulation requirements of companies doing business directly with the U.S. government, in support of international contracts and/or Foreign Military Sales (FMS), was also addressed.
Oct 18  Made in DeKalb  
Rainsville (128 participants)  
Hosted by the DeKalb County Economic Development Authority and held at the Northeast Alabama Agribusiness Center, the first annual Made in DeKalb event provided an opportunity for companies to promote their products and services to the businesses and people of DeKalb County. The event included time for networking with other businesses, breakout sessions to learn more about efficiency and safety in the workplace, and visits from area high school seniors and college students preparing to enter the workforce.

Oct 23  Basics of Exporting Seminar  
Montgomery (35 participants)  
This workshop provided a basic overview of exporting including topics such as how to get started, shipping, financing, and legal considerations. The various agencies throughout the state were also highlighted for their invaluable roles in helping companies succeed internationally.

Nov 28 & 29  Market Briefing Series: The Nordic Region  
Mobile (32 participants)  Birmingham (31 participants)  Huntsville (37 participants)  
Marianne Ruud, Commercial Specialist at the U.S. Embassy in Oslo, Norway, provided a market overview of countries in the Nordic Region, specifically Norway and Sweden. Having previously served in the commercial sector (pharmaceutical industry) and in the military (Royal Norwegian Air Force Officer), Ms. Ruud was able to provide varying perspectives on doing business in the Nordic Region. Ms. Ruud also promoted the trade and business development mission to Norway and Sweden, scheduled for March of 2013.

Dec 10  NAITA Export Controls Roundtable & Holiday Party  
Huntsville (45 participants)  
Designed for both compliance officers and senior management officials, this program provided an overview of the Foreign Corrupt Practices Act (FCPA) anti-bribery law and the new guidelines issued by the U.S. Department of Justice and the SEC. Topics included an overview of the guidelines and how they impact current compliance programs, employee training, and a company’s own internal reviews and investigations. Also included was information on how to be ready to respond to inquiries and allegations that FCPA violations have occurred.

Marianne Rudd, US Embassy Oslo, Norway
Doing business overseas can be a challenge. The Export Alabama Alliance’s experienced advisers provide just the help your Alabama company needs to be successful overseas. We are a seamless network of international trade agencies with the fundamental objective of helping Alabama companies grow their business internationally. The Alliance offers access to services that will put the world at your fingertips, including: overseas marketing assistance, customized research, export finance education, trade missions and shows, and information on trade regulations and documentation. Most services are free of charge, with some programs at a nominal fee. We are here when you need us.

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Dara Steele, International Trade Specialist (Dara.Steele@commerce.alabama.gov or 334.353.1762)

The state of Alabama’s international trade office effectively assists Alabama businesses with export promotion and development. This is accomplished through statewide professional trade development programs, first-class trade missions, insightful trade publications, and distribution of qualified point-to-point international business leads. We are strong proponents that Alabama’s economic growth and prosperity be closely linked to a competitive, international business edge.

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1445 Federal Drive
Montgomery, Alabama 36109
www.agi.alabama.gov

Tel: 800.642.7761 / 334.240.7311

The Alabama Department of Agriculture and Industries provides timely, fair, and expert regulatory control over products, business entities, and movement and application of goods and services for which applicable state and federal law exists, and strives to protect and provide service to Alabama consumers. Department personnel will actively work to initiate and support economic development activities and promote domestic and international consumption of Alabama products. The Alabama Department of Agriculture and Industries is a member state of the Southern U.S. Trade Association (SUSTA).
The Alabama International Trade Center (AITC) operates as a federal-state partnership program between the University of Alabama and the U.S. Small Business Administration (SBA), promoting the official SBA trade programs and export financing programs in Alabama. The AITC is an institutional member of the Alabama Small Business Development Center Network, a statewide network of ten management and technical assistance centers. Services include customized international research, in-house training, export financing and capital access, and on-line research and training resources. AITC focuses on working on a one-on-one, confidential basis to help small businesses enter and sell in export markets.

The Alabama State Port Authority operates the Port of Mobile and various smaller inland ports throughout the state. It employs approximately 580 people. In 2009, the Port of Mobile was the 12th largest port in the country by tonnage of cargo shipped. Its facilities include one of the nation’s largest coal depots, the McDuffie Coal Terminal, the recently-opened Pinto Island Steel Terminal, and the Mobile Container Terminal, along with several other berths and warehouses.

The AWTA is a statewide association focused on positively affecting trade policies on a local, state, and federal level. It provides a forum for exporters across the state to communicate the value of international trade policy to decision makers.
Birmingham Business Alliance (BBA)
505 20th Street North, Ste. 200
Birmingham, Alabama 35203
www.birminghambusinessalliance.com

Shelley Shores, Economic Development Coordinator (SShores@birminghambusinessalliance.com or 205.241.8110

The BBA focuses on the economic growth of a seven-county region and takes a leadership role in promoting international trade to companies, hosting and coordinating activities for international business visitors, and processing certificates of origin for local manufacturers.

Madison County Commission
International Trade Development Center
819 Cook Avenue
Huntsville, Alabama 35801
www.madisoncountyal.gov

Anne Burkett, Director (ABurkett@madisoncountyal.gov or 256.532.3505)
Amanda P. Berkey, Senior International Trade Specialist (APBerkey@madisoncountyal.gov or 256.532.3505)

The Madison County Commission’s ITDC facilitates international business and job creation by assisting Madison County businesses in developing overseas markets. Direct, individualized counseling and assistance to businesses is provided in international management, marketing/research, export documentation, export controls and compliance, and group participation in trade shows and missions. Other services provided by ITDC include training seminars and conferences, analysis of the nature and extent of international trade in the county, linkage to other services, and community promotions on the importance of international trade.

Mobile Area Chamber of Commerce
P.O. Box 2187
Mobile, Alabama 36652
www.mobilechamber.com

Tony van Aken, Director, International Trade (TVanAken@mobilechamber.com or 251.431.8651
Christina Stimpson, International Trade Program Manager (CStimpson@mobilechamber.com or 251.431.8648

The Mobile Area Chamber of Commerce has built an international trade program that crosses county and state barriers. This trade program, through its many partners, is a beacon in the Southeastern United States. Staff assists local companies in developing and expanding export markets through trade missions and trade shows, hosting educational events and seminars, and issuing certificates of origin for export shipments.
NAITA is a business-driven organization with the mission to promote economic growth through international trade education, training, and networking. A non-profit membership organization, NAITA provides an international networking forum, education on trade issues, and prepares businesses for global success.

Port of Huntsville
1000 Glenn Hearn Blvd., Box 20008
Huntsville, Alabama 35824
www.hsvairport.org

Rick Tucker, Executive Director (Rick@hsvairport.org or 256.772.9395)
Mitch Bradley, Director – International Intermodal Center (mitch@hsvairport.org or 256.772.7084)

The Port of Huntsville, an inland port that is comprised of the Huntsville International Airport, International Intermodal Center, and Jet-plex Industrial Park, provides quality, multi-modal transportation services and stimulates economic development throughout the Tennessee Valley Region.

U.S. Department of Commerce
Birmingham Export Assistance Center
950 22nd Street South, Suite 773
Birmingham, Alabama 35203
www.buyusa.gov

Nelda Segars, Director (Nelda.Segars@trade.gov or 205.731.1331)
Robert Stackpole, Senior International Trade Specialist (Robert.Stackpole@trade.gov or 205.731.1333)
Mike Higgins, Director Tallahassee Export Center (Michael.Higgins@trade.gov or 850.942.9635)

The Commercial Service maintains a worldwide service delivery network with offices in more than 100 cities in the U.S. and in 80 countries overseas, designed to support U.S. exporters. Services include identifying distributors and agents in overseas markets, providing comprehensive and customized market research, promoting trade events both domestically and internationally, arranging tailor-made business appointments in overseas markets, and advocating through accredited diplomats and other U.S. officials regarding unanticipated problems with foreign clients.