



February 2010

Upcoming KWTC Events

■ New in 2010: Trade Talks

KWTC is now offering a series of classes designed as tutorials on a variety of condensed topics. These two hour classes are perfect for those interested in to-the-point education on important topics in international trade and will provide attendees with key tools to take back to use at the office.

Trade Talks: Determining Product Import Regulations & Documentation	When: March 4, 2010 3:00-5:00 PM
"Determining Product Import Documentation & Regulations" will teach attendees where to find the governing regulations on their imports to determine necessary documentation and how to obtain information needed to fill out these documents. The class will be taught by Karyn Page, President/CEO of the KWTC. The class will be taught by Karyn Page, President/CEO of the KWTC.	Where: KWTC 125 N. Market, Ste. 1260 Wichita KS, 67202
	Cost: \$55.00 Standard \$40.00 Members

■ Training Seminars

Training Seminar: Basics of Import Compliance	When: March 18, 2010
This seminar will be instructed by Christina Weis – Partner, Husch Blackwell Sanders. Topics covered will include: role of CBP, reasonable care, customs entry process, classification, special trade programs, customs valuation, country of origin & marking, protecting intellectual property rights, record keeping requirements, post-entry inquiries/challenges, penalties/prior disclosure, focused assessment/quick response audit.	Cost: \$200.00 Standard \$160.00 Members
	Location & time to be determined. Registration is currently open for this event.

Training Seminar: Advanced Import Compliance – 10+2/Lacey Act Update	When: *Tentative* March 19, 2010
Topics covered will include: more extensively cover reconciliation & recordkeeping, more extensively cover Lacey Act & 10+2 including overview, requirements, timelines, etc; C-TPAT update & information, Role of supply chain partners, regulations; advanced/details process for post audits, and fungible imports.	Cost: \$300.00 Standard \$250.00 Members
	Location and time to be determined.



<p>Training Seminar: BIS's "Complying with U.S. Export Controls"</p>	<p>When: May 25 & 26, 2010 8:00-4:30 PM</p>
<p>This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. We will focus 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 reexport without applying for a license; export clearance procedures and record keeping requirements; Export Management Compliance Program (EMCP) concepts; and real life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR. SPECIAL HYATT HOTEL RATES OF \$105 PER NIGHT AVAILABLE. CONTACT SHAILEY INNES AT 316-264-5982 FOR MORE INFORMATION.</p>	<p>Where: Hyatt Regency Wichita Room Cypress B (209B) 400 W. Waterman Wichita KS, 67202</p> <p>Cost: \$400.00 Standard \$400.00 Members</p>

<p>Training Seminar: Advanced Export Controls/ITAR – Aircraft Specific</p>	<p>When: May 27, 2010 8:00-4:30 PM</p>
<p>"Advanced Export Controls/ITAR – Aircraft Specific" is only being held consecutively with this BIS Export Controls seminar here in Wichita. Gene Christiansen with BIS at the Department of Commerce will be instructing at both the BIS "Complying With US Export Controls" seminar as well as the "Advanced Export Controls/ITAR – Aircraft Specific" seminar. In addition, we have also confirmed participation for "Advanced Export Controls/ITAR – Aircraft Specific" from Linda Smith from DTSC at the Office of the Secretary of Defense who participated in KWTC's 2009 Export Controls/ITAR seminar as well as Mal Zerden's team at DDTC at the Department of State. SPECIAL HYATT HOTEL RATES OF \$105 PER NIGHT AVAILABLE. CONTACT SHAILEY INNES AT 316-264-5982 FOR MORE INFORMATION.</p>	<p>Where: Hyatt Regency Wichita Room Cypress B (209B) 400 W. Waterman Wichita KS, 67202</p> <p>Cost: \$300.00 Standard \$250.00 Members</p>

Are you an IntelliPORT user? For a limited time you are eligible for a 10% discount at KWTC Education & Training. For more information or to register for these events, [click here](#) or contact Shailey Innes at innes@kansaswtc.org.



Trade News & Alerts

■ U.S. & Canada Reach Agreement on Buy American Dispute

Food for Thought

- In 2008, Canada was Kansas' largest trading partner accounting for 21% of total exports
- Kansas shipments to Canada account for more trade than the second and third most significant international destinations combined

February 5 – Canada's Minister of International Trade announced the end of negotiations between U.S. and Canada and a tentative agreement has been established that would allow Canadian companies to participate in U.S. infrastructure projects financed under the American Recovery and Reinvestment Act.

The agreement would allow Canadian suppliers access to state and local public works projects under the Act. In past, Canadian companies have acted as suppliers or sub-contractors in the U.S. for programs of the U.S. Department of Energy, Department of Housing and Urban Development and Environmental Protection Agency. Many of the public works projects fall under programs of these agencies.

Under the provisions of the World Trade Organization Agreement on Government Procurement (GPA), Canada and the United States have agreed to offer each other permanent market access at the sub-federal level, which guarantees U.S. suppliers access to Canada provincial procurement as well as Canadian suppliers access to U.S. sub-federal procurement.

Final approval of the agreement by both parties is expected by February 16.

Cooperation between the U.S. and Canada is crucial as protectionist efforts could equate in greater strain on trade. The Buy American provision was not intended to exempt Canadian companies from public works projects. This provision applies so long as it does not violate existing trade agreements, including those to open state and local government contracts to international bidding. However, Canadian provinces never signed onto this specific agreement when this specific agreement was negotiated in the mid 90's Canadian provinces never signed onto the agreement before the deadline.

■ EPA's Final Rule on Renewable Fuel Standard Good for Ethanol

EPA is finalizing changes to the RFS program, as required by the Energy Independence and Security Act of 2007, to ensure that transportation fuel sold in the United State contains a minimum volume of renewable fuel. The new requirements increase the volume of renewable fuel required to be blended into transportation fuel to 36 billion gallons by 2022. The revised statutory requirements establish new specific annual volume standards for cellulosic biofuel, biomass-based diesel, advanced biofuel, and total renewable fuel that must be used in transportation fuel.

Also included are new criteria for renewable fuels and feedstocks used to produce them. An analysis of the lifecycle greenhouse gas (GHG) emissions was used to establish the mandatory GHG reduction thresholds for renewable fuel categories, which require a percentage improvement compared to emissions for gasoline or diesel sold or distributed as transportation fuel in 2005. These regulatory requirements for RFS will apply to domestic and foreign producers and importers of renewable fuel used in the U.S.



▪ **EPA’s Final Rule on Renewable Fuel Standard Good for Ethanol Cont.**

EPA Findings:

- Ethanol produced from corn starch at a new natural gas, biomass, or biogas fired facility (or expanded capacity from such a facility) using advanced efficient technologies (ones that we expect will be most typical of new production facilities) will meet the 20% GHG emission reduction threshold.
- Biobutanol from corn starch also meets the 20% threshold.
- Biodiesel and renewable diesel from soy oil or waste oils, fats, and greases will meet the 50% GHG threshold for biomass-based diesel.
- Biodiesel and renewable diesel produced from algal oils will also comply with the 50% threshold should they reach commercial production.
- Ethanol from sugarcane complies with the applicable 50% reduction threshold for advanced biofuels.
- For cellulosic ethanol and cellulosic diesel, the pathways modeled in analysis (for feedstock and production technology) would comply with the 60% GHG reduction threshold for cellulosic biofuel.
- [EPA Renewable Fuel Standard Program Final Rule & Fact Sheets](#)

▪ **Public Relations Firm Bothner & Bradley Joins as KWTC Classic Member**

KWTC welcomes Wichita public relations firm Bothner & Bradley, Inc. as Classic Members of the Kansas World Trade Center. Bothner & Bradley, Inc. specializes in issues management, strategic communication and social marketing. Firm partners, Tami Bradley and Vera Bothner, are experienced professionals in the public relations and strategic communications field.

Additional Information

- [Bothner & Bradley, Inc.](#)
- [KWTC Membership Options & Benefits](#)

Tami Bradley’s background includes experience in audience research and applied marketing techniques. She spent nearly 12 years in senior management for the Kansas Health Foundation, where she directed social marketing projects related to children's health and public health, including Emmy-award winning media campaigns and community-based initiatives. Since starting her own business, Tami has helped clients understand their own organizational communication needs, their external target audiences and how to apply communication strategies that make a positive difference.

Vera Bothner was head of public relations at the state's largest advertising firm and served as a consultant to the Kansas Health Foundation. In private practice, her experience has helped businesses and non-profits execute effective communication strategies that have a positive impact on their operations. Vera serves on several non-profit boards in Wichita and has worked on a number of issues at the state level.



■ **Kansas 2009 Exports Down as Expected**

The 2009 U.S. export statistics were recently released by the World Institute of Strategic Economic Research (WISER). Kansas experienced a decline in total exports of about 29% in 2009 and was among the states with the highest percentage decrease in total exports overall. Total Kansas exports for 2009 were about \$8.9 Billion, down from \$12.5 Billion in 2008.

Kansas' top export destinations in 2009 were Canada, Mexico, Japan, Germany and China respectively. Its top five export destinations are also among the top 6 export destinations for U.S. exports. Exports to Germany were the hardest hit with a 39.7% decrease from 2008 to 2009 followed by China at 30.9%. Exports to Mexico saw the smallest decline at 13.5%.

Transportation equipment, food & kindred products, chemicals, machinery except electrical and agricultural products ranked as Kansas' top five export sectors for 2009.

Transportation equipment, Kansas' number one export, experienced a 32.6% decrease over 2009. Overall, transportation equipment exports for the country experienced a decline of 23.2%. Of Kansas' top five exporting industries in 2009, chemicals was the only that experienced an increase – about 9.6%. Kansas' livestock and livestock products exports saw the greatest increase at 134.7%.

For more information, assistance, or comments on any of the articles in this publication, contact Shailey Innes at innes@kansaswtc.org.

Sources: Office of the United States Trade Representative, U.S. Department of Commerce, WorldTrade Interactive
Import Docs & Regs, Import Compliance – This program is funded by a grant from the U.S. Small Business Administration. SBA's funding should not be construed as an endorsement of any products, opinions or services. All SBA-funded projects are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact innes@kansaswtc.org or 316-264-5982 for arrangements.