

## VI. Participation Requirements

All parties interested in participating in the Safety and Security Trade Mission to Panama and Colombia must complete and submit an application for consideration by the Department of Commerce. All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria as outlined below. A minimum of 15 U.S. companies and/or trade associations and maximum of 17 companies and/or trade associations will be selected to participate in the mission from the applicant pool. U.S. companies or trade associations already doing business with Panama and Colombia, as well as U.S. companies or trade associations seeking to enter these countries for the first time may apply.

### Fees and Expenses

After a company and/or trade association has been selected to participate on the mission, a payment to the Department of Commerce in the form of a participation fee is required.

The participation fee will be US\$3,600 for a small or medium-sized enterprise (SME)<sup>5</sup> and US\$3,905 for a large firm.

The fee for each additional representative is US\$450.

Expenses for travel to and from the mission, lodging, most meals, and incidentals will be the responsibility of each mission participant.

### Conditions of Participation

- An applicant must submit a completed and signed mission application and supplemental application materials, including adequate information on the company's products and/or services primary market objectives, and goals for participation. If the Department of Commerce receives an incomplete application, the Department may reject the application, request additional information, or take the lack of information into account when evaluating the applications.

- Each applicant must also certify that the products and services it seeks to export through the mission are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have at least fifty-one percent U.S.

<sup>5</sup> An SME is defined as a firm with 500 or fewer employees or that otherwise qualifies as a small business under SBA regulations (see <http://www.sba.gov/services/contracting/opportunities/sizestandardtopics/index.html>). Parent companies, affiliates, and subsidiaries will be considered when determining business size. The dual pricing reflects the Commercial Service's user fee schedule that became effective May 1, 2008 (see <http://www.export.gov/newsletter/march2008/initiatives.html> for additional information).

content. In the case of a trade association or trade organization, the applicant must certify that, for each company to be represented by the trade association or trade organization, the products and services the represented company seeks to export are either produced in the United States or, if not, marketed under the name of a U.S. firm and have at least fifty-one percent U.S. content.

### Selection Criteria for Participation

Selection will be based on the following criteria, listed in decreasing order of importance:

- Suitability of the company's (or, in the case of a trade association or trade organization, represented companies') products or services for the Panamanian and Colombian markets
- Company's (or, in the case of a trade association or trade organization, represented companies') potential for business in Panama and Colombia, including likelihood of exports resulting from the mission
- Consistency of the applicant's goals and objectives with the stated scope of the trade mission

Referrals from political organizations and any documents containing references to partisan political activities (including political contributions) will be removed from an applicant's submission and not considered during the selection process.

## VII. Timeframe for Recruitment and Applications

Mission recruitment will be conducted in an open and public manner, including publication in the **Federal Register**, posting on the U.S. Department of Commerce trade mission calendar ([www.export.gov/trademissions](http://www.export.gov/trademissions)) and other Internet Web sites, press releases to general and trade media, notices by industry trade associations and other multiplier groups, and publicity at industry meetings, symposia, conferences, and trade shows.

Recruitment will begin immediately and conclude no later than Friday, June 20, 2014. The U.S. Department of Commerce will review applications and make selection decisions on a rolling basis until the maximum of seventeen participants is reached. We will inform all applicants of selection decisions as soon as possible after applications are reviewed. Applications received after the June 20th deadline will be considered only if space and scheduling constraints permit.

## How To Apply

Applications can be downloaded from the trade mission Web site or can be obtained by contacting April Redmon at the U.S. Department of Commerce (see contact details below.) Completed applications should be submitted to April Redmon.

### Contacts

U.S. Commercial Service Safety and Security Team:

Ms. April Redmon, International Trade Specialist, U.S. Commercial Service-Virginia/Washington, DC, 2800 S. Randolph St., Suite 800, Arlington, VA 22206, Tel: 703-756-1704, Email: [April.Redmon@trade.gov](mailto:April.Redmon@trade.gov).

U.S. Commercial Service in Panama

Enrique Tellez, Commercial Specialist, U.S. Commercial Service Panama City, Tel: 011-507-317-5080, Email: [Enrique.Tellez@trade.gov](mailto:Enrique.Tellez@trade.gov).

U.S. Commercial Service in Colombia

Camilo Gonzalez, Commercial Specialist, U.S. Commercial Service Bogota, Tel: 011-571-275-2764, Email: [Camilo.Gonzalez@trade.gov](mailto:Camilo.Gonzalez@trade.gov).

**Elnora Moye,**

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## DEPARTMENT OF COMMERCE

### International Trade Administration

#### Travel and Tourism Trade Mission to Russia, September 15-19, 2014

**AGENCY:** International Trade Administration, Department of Commerce.

**ACTION:** Notice.

**SUMMARY:** The United States Department of Commerce, International Trade Administration, Industry and Analysis is amending its notice for the *Travel and Tourism Trade Mission to Russia* scheduled for September 15-19, 2014, published at 79 FR 11764, March 3, 2014, to notify potential applicants that recruitment has been suspended until further notice.

#### FOR FURTHER INFORMATION CONTACT:

Frank Spector, Office of Industry and Analysis, Trade Promotion Programs, Phone: 202-482-2054; Fax: 202-482-9000, Email: [Frank.Spector@trade.gov](mailto:Frank.Spector@trade.gov).

**SUPPLEMENTARY INFORMATION:** On March 3, 2014, the International Trade Administration published a notice in the **Federal Register** (79 FR 11764) announcing an Executive-led trade

mission to Moscow and St. Petersburg, Russia with an optional stop in Yekaterinburg, Russia, to be held September 15–19, 2014. The notice provided that recruitment for the mission would begin immediately and would conclude July 15, 2014. This notice suspends recruitment for the mission until further notice.

Applications received during the period in which recruitment is suspended will be returned to the applicants.

**Frank Spector,**

*Senior International Trade Specialist.*

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## DEPARTMENT OF COMMERCE

### International Trade Administration

#### **Virtual Trade Mission to Canada's North, October 6–8, 2014**

**AGENCY:** International Trade Administration, Department of Commerce.

**ACTION:** Notice.

#### **Mission Description**

The United States Department of Commerce, in partnership with the Minority Business Development Agency is organizing two-prong virtual and traditional trade mission to Canada that will include the Aboriginal Entrepreneurs Conference and Trade Show 2014 in the Northern Canadian Region. The Virtual Trade Mission (VTM) will include country and market/sector briefings and one-on-one virtual business appointments with pre-screened potential buyers, agents, distributors and joint-venture partners from throughout Canada, including those not attending the Conference and Trade Show.

Traditional trade mission members physically in Canada will participate in the Aboriginal Entrepreneurs Conference and Trade Show 2014 (that is also open to U.S. companies not participating in the traditional trade mission). Similar to the VTM, this will include one-on-one business appointments with pre-screened potential buyers, agents, distributors and joint-venture partners, and networking event. Trade mission participants electing to participate in Aboriginal Entrepreneurs Conference and Trade Show 2014 may attend regional and industry-specific sessions and consultations. The cost of participating in the Conference and Trade Show is not included in the USCS package cost.

This mission is open to U.S. companies and trade associations from a cross section of industries with potential to provide needed and appropriate services in the more remote regions of Canada. These sectors include: Energy (both new and renewable), environmental technologies and services, remote healthcare related technology and services, distance education, and infrastructure (including architecture/engineering, master planning, and construction management).

#### The benefits of a Virtual Trade Mission (VTM):

- High-value virtual web meeting between American sellers and Canadian buyers in real time;
- Virtual delegates do not have to leave their own home or office to benefit from the VTM; reducing the cost of travel and time required by our traditional trade mission;
- VTMs have the capability to utilize technology above and beyond a simple audio conference call. By adding web cameras and visual content in the form of presentations; you engage participants in an active setting and worthwhile experience;
- One-on-one private virtual meeting (break-out sessions) to allow for more individualized and catered discussions between potential prospects; and

#### **I. Commercial Setting**

##### *Canada*

The U.S. and Canada enjoy the world's largest and most comprehensive trading relationship, which supports millions of jobs in each country. Since the implementation of the North American Free Trade Agreement in 1994, trade between the United States and Canada has more than doubled.

In 2012, U.S.-Canada two-way trade in goods and services totaled more than \$715 billion; over \$1.9 billion in goods and services daily. Also in 2012, U.S. and Canadian bilateral investment stock totaled \$612 billion. In addition, U.S. exports to Canada surpassed \$355 billion—that's 16 percent of total U.S. exports. Canada is the number one export market for 38 U.S. states.

##### *Remote Territories*

Northern Canada is comprised of three territories; Northwest Territories, Nunavut and the Yukon. For hundreds of years, these territories, for the most part, have been left undeveloped. However, within the last 5 years, Northern Canada has started to boom with the rest of the country.

On January 8, 2014, Prime Minister Stephen Harper broke ground on the

construction of a highway that will provide the first year-round land link between the Arctic Ocean coast and the rest of Canada. This is a long-promised plank in Mr. Harper's northern strategy to assert Canadian sovereignty in the Arctic. This road is not only symbolic of Canada's claims to the north, but is the beginning of expanding economic activity that is set to take place across Canada's north.

In fact, billions of dollars' worth of projects are already in the pre-planning, planning and implementation phases, covering a full gambit of business sectors, including; mining (iron ore, uranium, 'heavy' rare earth elements, diamonds, etc.), infrastructure (roads, ports, airports, buildings), water and sewer, and energy. This booming area of Canada is ripe with opportunities for U.S. companies.

Best market prospects for U.S. companies in Canada's North include: Energy (both new and renewable), environmental technologies and services, remote healthcare related technology and services, and infrastructure (including architecture/engineering, master planning, and construction management).

#### *Procurement Process in Aboriginal Communities*

Canada remains among the most accessible markets in the world. Nevertheless, doing business in Canada is not the same as doing business in the United States. Canadian customs documentation, bilingual labeling, packaging requirements, International Traffic in Arms Regulations (ITAR), and Canadian federal and provincial sales tax accounting can be surprisingly challenging. In the North, there are other things to consider, including aboriginal set-asides for public sector projects as well as preference for doing business with local businesses with private sector. U.S. companies can do well in this market providing they are aware of these circumstances.

For all public sector projects, procurement for Aboriginal communities takes place at the federal level, with individual companies bidding on available contracts through Public Works and Government Services Canada. The federal government has established programs to promote Aboriginal economic development and a Procurement Strategy for Aboriginal Business (PSAB). Through this program:

- In 2009, more than 5000 contracts were awarded to Aboriginal-owned businesses.
- The 5,000 contracts amounted to over \$450M in government money