

Export Alabama Alliance

Investing into the Global Future



2021

Trade Strategy



CONTENTS

STRATEGY AND GOALS

PROPOSED PROGRAMS 2021

TOP STORIES 2020

ACCOMPLISHMENTS

MEET THE ALLIANCE

EXECUTIVE SUMMARY

The Export Alabama Alliance kicked off the year 2020 with great expectations of implementing export activities to help Alabama companies grow their business internationally. Little did we know the COVID-19 pandemic would bring the world economy to a standstill.

There is still much uncertainty regarding when the downturn will end. International travel has been suspended, trade shows and global commerce have practically shut down, and foreign governments have implemented new regulations. Thus, selling Alabama-made products and services abroad is now even more challenging. The Export Alabama Alliance has responded quickly to identify unique preferences for operating in a restricted trade environment. The 2021 strategy reflects this “new normal” in providing trade assistance to our companies involved in international trade who are facing a whole new set of challenges.

The Export Alabama Alliance looks forward to restrictions being lifted and our economy ultimately recovering from the pandemic-induced recession. We know it is questionable to assume that everything will go back to the way it was. With the future of selling abroad being shaped by the pandemic, the Alliance is ready to help our companies prepare for the changes. Our programs are focused on assisting our companies to improve their ability to run their business remotely. When the time returns for face-to-face engagements, they will be better prepared for future business challenges.

GOALS

#1

Boost Alabama Exports

Assist companies in finding new markets for Alabama-made goods and services.

#2

Grow New-to-Exporters

Identify companies with export potential engage in selling products overseas.

KEY SUPPORT



Greg Canfield

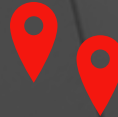


- Secretary, Alabama Department of Commerce
- Served 9+ Years in the Position
- Has Led more than 12 Trade Missions



Identifier

Strong advocate for Alabama's companies being affected by trade tariffs.



Demographics

Runs state's leading export international trade promotion and development organization.



Goals

Encourage more business owners to expand into markets overseas; or, as a community leader, connect with businesses and work to develop strategies to better understand their needs.



Challenges

Ensure trade policy does not hinder our companies from being competitive and selling in the global marketplace.



Content Plan

The Export Alabama Alliance will produce monthly content belonging to 4 categories:



Trade Missions

Business development missions are critical in linking Alabama companies to the world. During the pandemic, Virtual Trade Missions (VTM) serve as an alternative to face-to-face meetings with overseas partners. Alabama VTMs are in the planning process with the first one taking place with Israel. Optimistically, a regular trade mission will take place to the Caribbean in Fall 2021.



How-To Programs

Multi educational programs (via webinars) on the nuances of exporting will be implemented throughout the year. Programs will touch on how to do business in specific markets, Incoterms, export controls and compliance, cyber security and round-table discussions on exporting.



Industry Events

Open to all companies, events at this time are all virtual and include activities such as Nordic Life Science Days, NAITA's World Trade Day, and Alabama Supply Chain and Logistics Conference.



Tips and Tactics

The Export Alabama Alliance joins together to provide one-on-one export counseling to Alabama companies, sharing expertise in all aspects of international trade.



Trade Missions 2021

Virtual Trade Mission to Israel | May 10 - 12, 2021

The Alabama Department of Commerce and the Mobile Area Chamber of Commerce in coordination with the U.S. and Foreign Commercial Service, will organize a multi-sector virtual trade mission to Israel. This trade mission offers a timely and cost-effective means for Alabama firms to engage with key stakeholders and meet with industry partners and national government officials in these markets. This mission represents an opportunity for Alabama companies to increase sales and find a strategic foothold to grow in the Middle East.

SEUS-CP Virtual Matchmaking Conference | May 13, 2021

The 13th annual Southeastern United States–Canadian Provinces (SEUS-CP) Alliance Conference (face-to-face) has been postponed until 2022. However, this year's host, the State of Georgia will hold a virtual meeting to introduce the anchor companies in May of 2020. This event will provide information to companies about their purchasing needs and requirements. Actual B2B meetings will take place in Savannah, Georgia in 2022. Sectors include transportation (automotive/aerospace), technology and with others to be determined.

Life Science Trade Mission to Nordic Region | June 2021 TBC

The State of Alabama Department of Commerce and the Mobile Area Chamber of Commerce are coordinating a Life Sciences Trade and Investment Mission to the Nordic Region. Because of the innovative work in fields such as genomics and drug discovery taking place in Alabama, bioscience has been a long-standing focus of its economic development efforts. This mission will provide an opportunity to present the breadth of companies in the state's life science sector to encourage collaboration and partnerships between Alabama and those involved in the biotechnology and life sciences industries in the Nordic Region.

Caribbean Trade Mission | October 24-29, 2021

The Caribbean region as a whole represents a market of about 27 million people who collectively imported over \$21 billion of U.S. goods in 2018. As a result, the region is the third largest export market for U.S. manufactured goods in Latin America behind only Mexico and Brazil. The Caribbean region is a natural commercial partner of the United States, tied closely by geography, history, and culture. There is a huge demand for U.S.-made products in the region.

The 2020 Trade Americas program offers U.S. companies the opportunity to explore fourteen markets in the Caribbean region: Barbados and the Eastern Caribbean, Dominican Republic, Guyana, Haiti, Jamaica, Suriname, The Bahamas, and Trinidad and Tobago. Hosted in Bridgetown, Barbados, the Trade Americas – Business Opportunities in the Caribbean Region Conference will focus on region-specific sessions, market entry strategies, export compliance, legal issues, logistics, disaster resilience and recovery, and access to finance.



2021 Export Alabama Alliance Proposed Programming

Whether you are new to exporting or your company has been in the business for years, the Export Alabama Alliance can help you build markets for your products and services in the global marketplace. The programs proposed can help you develop partners with foreign buyers and provide technical assistance in all phases of the export process.

JANUARY

BioTech Webinar- When to Pursue an International Strategy

January 20

This webinar, hosted by Alabama International Trade Center, BioAlabama and the Alabama Department of Commerce, will help Alabama biotech companies decide when to make the decision to pursue international business in addition to domestic strategies.

FEBRUARY

NAITA Trade Talks: Connecting the Tennessee Valley to Global Markets | Port of Huntsville & The Georgia Ports

February 2

Join the North Alabama International Trade Association (NAITA), the Port of Huntsville, and The Georgia Ports to learn about key global supply chain connections in this Port Update.

NASBITE 5th Annual National Small Business Exporter Summit

February 24-March 3

Join the top small and medium-sized exporters from across the United States for the opportunity to exchange and share best practices and lessons they have learned that have contributed to their export success. This forum serves as a premiere event for companies focused on export growth.

NAITA Trade Compliance Roundtable | International Trade Control Overview for Technology Firms

February 25

The North Alabama International Trade Association (NAITA) and the Export Alabama Alliance will host this overview of international trade controls geared toward small innovative tech entrepreneurs and their businesses during Innovate Huntsville Week. Given the U.S. Government's ongoing effort to designate and control certain emerging and foundational technologies, it has never been more important for technology companies to understand the framework of international trade controls that apply to their business operations.

Innovate Huntsville Week

February 22-26

Innovate Huntsville 2020 is a week of collaboration and celebration of the entrepreneurial ecosystem in North Alabama. The event is dedicated to bringing entrepreneurs and innovators together with local resources to build momentum and opportunity around Huntsville's vibrant entrepreneurial ecosystem. The week features events, panels, and social activities, including the region's brightest entrepreneurs, investors, strategic advisors, and community supporters, all of whom contribute to Huntsville's thriving startup ecosystem.

APRIL

NAITA FMS Industry Day featuring the U.S. Army Security Assistance Command (USASAC)

April 14

Join NAITA and members from the U.S. Army Security Assistance Enterprise to examine several key areas critical to the successful execution of security assistance programs. Central to this discussion is the role the U.S. Army Security Assistance Command (USASAC) plays. USASAC implements approved U.S. Army Security Assistance programs, including Foreign Military Sales (FMS) of defense articles and services to eligible foreign governments.

Nordic Life Science Days

April 20-23 | Virtual

Nordic Life Science Days is the largest Nordic partnering conference dedicated to the life science industry. Since its inception in 2013, the event has nurtured a community of people from the world of life science, and created a unique place to do business.

MAY

NAITA Trade Compliance Roundtable

May TBD

NAITA Trade Compliance Roundtable discussions are held quarterly to address specific issues related to export licensing and trade compliance and provide a networking forum for company officials charged with this responsibility. Programs cover topics associated with the U.S. State Department Directorate of Defense Trade Controls - International Traffic in Arms Regulations (ITAR) and the U.S. Department of Commerce Bureau of Industry & Security - Export Administration Regulations (EAR).

Alabama Trade and Business Development Virtual Mission

May 10-12 | Israel

The Alabama Department of Commerce and the Export Alabama Alliance will organize a multi-sector virtual trade mission to Israel. This trade mission offers timely and cost-effective means for Alabama firms to engage with key stakeholders and meet with industry partners and national government officials in these markets. This mission represents an opportunity for Alabama companies to increase sales and find a strategic foothold to grow in the Middle East.

National Association of District Export Councils (NADEC) Virtual Annual Export Conference

May 26-27 | Washington D.C.

The National District Export Council (NADEC) Annual Export Conference brings together the distinguished speakers, business leaders, high ranking U.S. and foreign government officers, exporters, service providers, and trade promotion agencies to discuss the latest news and updates on the Trade Policy, Export Market Opportunities, and Challenges on focused sectors and regions.

JUNE

Alabama Germany Partnership 23rd Annual Celebration Dinner & Business Forum

June 17-18 | Birmingham

The Alabama Germany Partnership's biggest event of the year that brings German and American leaders from industrial, cultural, educational and governmental sectors together.

Alabama Biotech Trade and Business Development Mission to the Nordic Region

June TBD | Iceland

The State of Alabama Department of Commerce and the Mobile Area Chamber of Commerce are coordinating a Life Sciences Trade and Investment Mission to the Nordic Region. Because of the innovative work in fields such as genomics and drug discovery taking place in Alabama, bioscience has been a long-standing focus of its economic development efforts. This mission will provide an opportunity to present the breadth of companies in the state's life science sector to encourage collaboration and partnerships between Alabama and those involved in the biotechnology and life sciences industries in the Nordic Region.

Select USA

June 7-11, 2021

The 2021 Investment Summit, while virtual for the first time, will maintain the core principles of the annual event and will incorporate similar themes and fundamental concepts. The event will feature 100+ virtual sessions, a virtual exhibition hall with EDOs and service providers, and a robust networking platform where participants can make the connections they need to push their investments forward. The 2021 Investment Summit agenda will highlight a robust SelectUSA Tech program, Industry Spotlights, and a dynamic mobile networking app. Topics ranging from infrastructure to workforce development will once again feature prominent industry experts and government officials.

NAITA Trade Talks

June TBD

Annual National Cyber Security Summit- Cyber Huntsville

June TBD | Huntsville

The National Cyber Summit is the preeminent event for cyber training, education and workforce development aimed at protecting our nation's infrastructure from the ever-evolving cyber threat. Held in Huntsville, Alabama, one of the nation's largest technological hubs, the Summit attracts both government and commercial participants.

AUGUST

Governor's Trade Excellence Awards

August TBD | Montgomery

Governor Kay Ivey will recognize eight Alabama companies for their excellence in international trade, followed by a luncheon hosted by the Export Alabama Alliance. This prestigious ceremony was created in 2005 to gain greater exposure for Alabama companies that are successfully doing business overseas.

NAITA Trade Compliance Roundtable

August TBD

NAITA Trade Compliance Roundtable discussions are held quarterly to address specific issues related to export licensing and trade compliance and provide a networking forum for company officials charged with this responsibility. Programs cover topics associated with the U.S. State Department Directorate of Defense Trade Controls - International Traffic in Arms Regulations (ITAR) and the U.S. Department of Commerce Bureau of Industry & Sec - Export Administration Regulations (EAR).

NAITA Booth at 2021 Space & Missile Defense Symposium | Integration of Space and Missile Defense

Capabilities Across All Domains

August 10-12 | Huntsville

The SMD Symposium is the leading educational, professional development, and networking event in the space and missile defense community. The symposium is widely attended by leaders and professionals from the U.S. and our allies around the world. SMDS is an ideal forum for conducting business face-to-face.

SEPTEMBER

Alabama Trade Mission to Vietnam

September | Vietnam

The Alabama Department of Commerce and the Mobile Area Chamber of Commerce, in coordination with the U.S. and Foreign Commercial Service, are organizing a multi-sector trade mission to the Vietnam. This trade mission offers timely and cost-effective means for Alabama firms to engage with key stakeholders and meet with industry partners and national government officials in these markets. This mission represents an opportunity for Alabama companies to increase sales and find a strategic foothold to grow in the Indo-Pacific Region.

**NAITA 38th Annual World Trade Day
September TBD**

World Trade Week is an annual national celebration recognizing the importance of international trade to the U.S. economy. NAITA will continue the tradition of hosting a Celebration Luncheon in Huntsville. During this event the organization will proclaim World Trade Day locally to recognize global trade's significance to Huntsville/Madison County, Alabama and NAITA will present its Global Trade Award.

**Defense & Security Equipment International
September 14-17 | London, England**

DSEI connects governments, national armed forces, industry thought leaders and the entire defence & security supply chain on a global scale. With a range of valuable opportunities for networking, a platform for business, access to relevant content & live-action demonstrations, the DSEI community can strengthen relationships, share knowledge and engage in the latest capabilities across the exhibition's Aerospace, Land, Naval, Security & Joint Zones.

OCTOBER

**Alabama Trade Mission to the Caribbean Region
October 24-29 | Caribbean Region**

The Alabama Department of Commerce and the Mobile Area Chamber of Commerce, in coordination with the U.S. and Foreign Commercial Service, are organizing a multi-sector trade mission to the Caribbean region. Trade mission delegates will have the opportunity to participate in the U.S. Commercial Service's 2020 Trade Americas program, which offers U.S. companies the opportunity to explore several markets in the Caribbean region: Barbados and the Eastern Caribbean, Dominican Republic, Guyana, Haiti, Jamaica, Suriname, The Bahamas, and Trinidad & Tobago. Hosted in Bridgetown, Barbados, the Trade Americas – Business Opportunities in the Caribbean Region Conference will focus on region-specific sessions, market entry strategies, export compliance, legal issues, logistics, disaster resilience and recovery, and access to finance.

**Southeast U.S./Japan & Japan-SEUS 47th Annual Joint Meeting
October 24-26 | Tokyo, Japan**

The Alabama Department of Commerce will lead a statewide delegation to this annual event. The SEUS/Japan Association is comprised of the states of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee. The conference focuses on topics of economic development and brings together over 200 delegates from the southeastern states and Japan.

**Wernher von Braun Memorial Symposium at the University of Alabama in Huntsville
October TBD**

The Wernher von Braun Memorial Symposium is an annual event that features panel discussions and guest speakers reflecting government, industry, academia, business and international perspectives on space exploration.

**Alabama Global Supply Chain and Logistics Summit
October TBD | Birmingham**

The Alabama Department of Commerce and the Export Alabama Alliance will hold this annual event to provide business owners with an in-depth look at core processes and common supply chain challenges. Topics covered by national industry experts and local and state industry leaders will focus on global supply chain trends and navigating through the rapidly changing world of supply chain to help attendees improve company efficiency and increase their bottom line.

NOVEMBER

NAITA Global Strategies Forum November TBD | Huntsville

NAITA will expand on its Export Control Update with the Global Strategies Forum. Topics to be addressed include Imports (Customs valuation, tariffs, anti-dumping), Exports (ITAR, EAR, Anti-boycott), Sanctions, Foreign Investment, and Global Anti-Corruption plus Special Regulatory Issues.

NAITA Trade Talks November TBD

Southeast BIO November TBD

Southeast BIO (SEBIO) is a regional non-profit organization that fosters the growth of the life sciences industry in the Southeastern United States through efforts that promote entrepreneurship and bring together the key players active in the development of the sector. SEBIO's geographic footprint includes Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, and Virginia.

DECEMBER

NAITA Trade Compliance Roundtable and Holiday Party December TBD | Huntsville

NAITA Trade Compliance Roundtable discussions are held quarterly to address specific issues related to export licensing and trade compliance and provide a networking forum for company officials charged with this responsibility. Programs cover topics associated with the U.S. State Department Directorate of Defense Trade Controls - International Traffic in Arms Regulations (ITAR) and the U.S. Department of Commerce Bureau of Industry & Security - Export Administration Regulations (EAR).



Greg Canfield, Secretary of Commerce and David Rodgers, Vice President of Economic Development for the Mobile Area Chamber of Commerce speaking at the reception honoring the state's international partners in February, 2020.

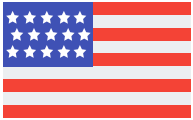


Track & Trace Alabama Exports in 2020



\$17.13 Billion

Total dollar value of Alabama exports shipped in 2020.



#25

Ranking for Alabama in the nation for dollar value of exports in 2020.



190

Number of countries Alabama companies sold products in during 2020.



\$10.79 Billion

Dollar amount of the top five export markets that bought Alabama products that included China, Canada, Germany, Mexico, and Japan.



\$13.1 Billion

Dollar amount of the top five products shipped by Alabama companies in 2020 that included transportation equipment, chemicals, paper, minerals/ores, and primary metal manufacturing.

MADE IN
ALABAMA

ALABAMA EXPORTS PRIMED FOR REBOUND AFTER PANDEMIC CHALLENGES IN 2020

In an unparalleled and unpredictable year of turbulence in global trade, Alabama's exports of goods and services in 2020 totaled \$17.13 billion.

Reflecting the declines in export volumes recorded by nearly all states as well as the nation, Alabama's total exports registered an overall decline of 17.64 percent last year, according to new government trade figures.

At the same time, a number of Alabama's export categories experienced growth in 2020. Additionally, in spite of the global downturn, Alabama export total last year is more than 10 percent higher than the figure for 2010.

"There is reason for optimism as we survey the worldwide demand for quality goods and services, and Alabama's unique ability to meet that demand," Governor Kay Ivey said.

"Our companies had to perform last year under circumstances that changed regularly and sometimes daily. Despite the challenges, Alabama has maintained and in fact strengthened its reputation as a reliable exporter of products and services," she added.

Alabama businesses exported goods and services to 190 countries in 2020.



Transportation equipment, which continues to be Alabama's largest export category, had recorded sustained export growth in recent years, yet declined about 20 percent in 2020, totaling \$8.17 billion.

'PIVOT AND ADAPT'

The Top 5 destinations for Alabama exports in 2020 were:

- China – \$3.1 billion (up 33.87 percent)
- Canada – \$2.9 billion (down 25.7 percent)
- Germany – \$2.23 billion (down 28.87 percent)
- Mexico – \$1.84 billion (down 17.4 percent)
- Japan – \$701.86 million (down 9.18 percent)

Alabama exports to China saw a surge in a number of sectors, including motor vehicles, which grew by over 39 percent to reach nearly \$1.7 billion, and aerospace products and parts, which grew by 50.9 percent to reach \$83 million.

Other gains were experienced in paper, agricultural products, minerals & ores, food, machinery, plastics and primary metals.

"Alabama's business community, long known for its resilience and ability to think outside the box, has been able to pivot and adapt at this unprecedented time and continues to make strides that promise to result in long-term growth," said Greg Canfield, Secretary of the Alabama Department of Commerce.

"Moreover, we look forward to seeing exports come back strong in 2021," he added.

AREAS OF GROWTH

Transportation equipment, which continues to be Alabama's largest export category, had recorded sustained export growth in recent years, yet declined about 20 percent in 2020, totaling \$8.17 billion.

Other categories, however, showed impressive growth during 2020.

Exports of Alabama agricultural products (such as oilseeds/grains, vegetables, fruits and nuts) witnessed an impressive growth rate of 196.7% to total \$392.35 million. Livestock (mainly poultry) exports grew by over 10 percent to reach \$108.8 million, and exports of fish rose 44.7 percent to \$4.3 million.

Medical equipment and supplies exports grew by 53.8 percent to reach \$151.5 million.

Alabama's forest product exports totaled \$10.73 million in 2020, an increase of 22.8 percent over the previous year, while printing and publishing-related exports jumped to \$3.29 million, up nearly 29 percent.

Textile mill products exports rose by over 50 percent to \$22.6 million for the year, while apparel exports experienced a gain of 28.1 percent to \$8.95 million, according to the new trade figures.

FORGING AHEAD

"While the business environment is very different now as compared to a year ago, we know that our vibrant export community in Alabama is up to the challenge," said Hilda Lockhart, director of the Office of International Trade for Commerce.

"Those who are ready to forge ahead on a new path, or on the same path as before but in a new environment, have all the ingredients necessary for success. The members of the Export Alabama Alliance remain available as a resource for collaboration in this process," Lockhart added.

Alabama ranked No. 25 among the states in export volume in 2020, having moved one spot from No. 24 in 2019.



Top Stories 2020

PORT AUTHORITY JIMMY LYONS RETIRES

The Export Alabama Alliance on the retirement of Jimmy Lyons, CEO, Alabama State Port Authority:

Your dedication and vision for the Port of Mobile broadened Alabama's global trade and expanded the state's linkages to the US and the world. Many significant accomplishments took place during your years at the Port – we join with the entire state in recognizing your commitment and leadership to sustained growth for the Port of Mobile and Alabama.



Jimmy Lyons CEO of Alabama State Port Authority

Article reprinted from AL.com

By Lawrence Specker | lspecker@al.com

Posted: Dec 23, 2020 / 04:27 PM CST / Updated: Dec 23, 2020

He is one of Mobile's unsung heroes. The area's economic diversification and growth owe much to the efforts of Jimmy Lyons, who is retiring at the end of the year, after 22 years as director of the Alabama Port Authority.

"In a lot of ways I'm going to miss it," Lyons reflected this week from his office in the International Trade Center.

Lyons says he is proud of the legacy he's established.

"We're in a very strong financial position, as good as we have been even though we had a lousy year," Lyons said lamenting COVID-19's impact on worldwide demand, production and trade in 2020. "Our liquidity is still great and we're in good shape and we're on good, sound footing."

Lyons says his major accomplishment at the state docks is the ever-expanding container terminal that opened in 2008 in partnership with APM Terminals. Lyons says, at the time, it was a risky endeavor. "A lot of my friends and colleagues in this industry thought I had lost my mind," he laughed. But Lyons said the port needed to diversify. It was handling too high a percentage of coal and timber products and had to adapt to the state's changing economy, "Alabama's employment base had become more geared toward advanced manufacturing and that needs containers."

Top Stories 2020

Growing Alabama Exports

Over 22 years, Lyons has been essential to almost every major industrial project, not just at the port, but in the area at large.

"Jimmy Lyons has been a key player in all of the major economic development projects that have happened in this community since he's been in that position at the port," said Bill Sisson, president of the Mobile Area Chamber of Commerce.

Sisson says that includes the area's two biggest projects this century, ones the general public may not directly attribute to the port: Airbus and the \$5 billion dollar steel mill in Calvert, now operated by AM/NS and Outokumpu.

"It was an eight-year effort to get Airbus in here," says Lyons, who made numerous trips to Germany and France to convince the aircraft giant that Mobile's port could handle the arrival of the fuselages and other large plane components and move them safely inland to the Brookley Aeroplex for assembly.

Lyons also came up with the key strategic move that allowed the ThyssenKrupp steel mill project to move forward — getting the steel slab from Brazil to the facility in north Mobile County on the shallow Mobile River

"The draft was not deep enough for the vessel to get up to the facility on the river so he developed the concept of unloading at a special dock facility at the port and barging to the plant in Calvert," Sisson said. "And that solution at Pinto Island made it possible for this community to win that project. And the rest, as they say, is history!"

Lyons says Airbus and the steel mill project demonstrate the real function of the state docks — not to just move products in and out — but to grow the economy across Alabama.

"That's really our purpose – to generate employment, not just here in the port, but across the state for people who have industries with a need for global shipping," Lyons said.

Lyons points out big things on the horizon at the port. Next year a roll-on-roll-off facility will open on the Mobile River near Three Mile Creek. That will allow the port to more efficiently export the tens of thousands of vehicles now being made in the state. Also, work will soon begin on further deepening of the port. That will allow even larger container ships to dock here.

Lyons sees a bright future for the port, and the state, "I think Alabama has been doing great and we are a part of that."

The Port Authority Board of Directors has already named Lyons' successor. John Driscoll has already been in Mobile working with Lyons for several months. Driscoll comes to Alabama from the Port of Oakland in California.

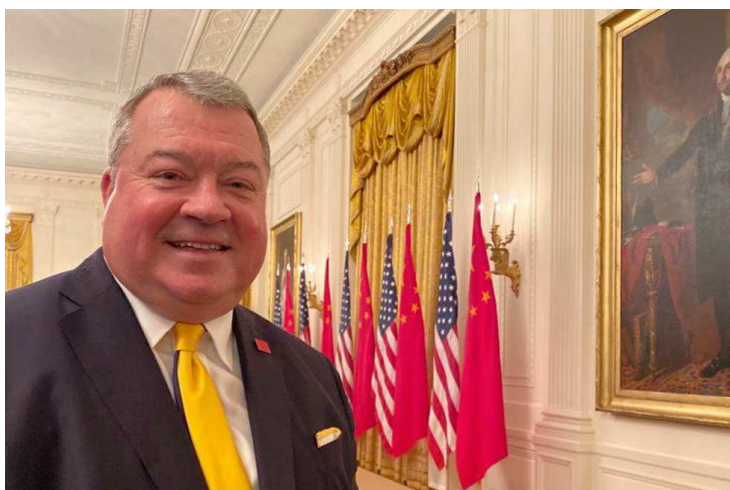
SECRETARY CANFIELD ATTENDS SIGNING OF HISTORIC TRADE DEAL WITH CHINA

January 14, 2020

Words by Jerry Underwood

Alabama Commerce Secretary Greg Canfield will attend the ceremonial signing of the Phase 1 trade deal between the United States and China at the White House in Washington, D.C., on Wednesday. President Donald Trump will sign an 86-page agreement with Chinese Vice Premier Liu He that includes a commitment by China that it will make substantial additional purchases of U.S. goods and services in coming years.

Secretary Canfield is among a limited number of U.S. business and government leaders invited to the historic ceremony, which marks a cooling in trade tensions between the world's two largest economic powers. "I believe this is a positive step by the Trump Administration. It begins a process to establish a framework from which to create a pathway to more normalized trade on a fair basis between these two nations," Secretary Canfield said.



Alabama Commerce Sec. Greg Canfield, at the White House where he attended the ceremony marking the Phase 1 trade deal between the U.S. and China, Wednesday, Jan. 15, 2020.

"China has historically been a Top 3 destination for Alabama exports, so this represents an important step for many companies in our state that do business on a global scale."

In December, the Office of the United States Trade Representative (USTR) announced that the U.S. and China had reached an agreement that requires structural reforms and other changes to China's economic and trade policies in the areas of intellectual property, technology transfer, agriculture, financial services, and currency and foreign exchange.

According to the USTR, China has agreed to increase its total purchases of U.S. goods and services by at least \$200 billion over the next two years.

Also included is a commitment by China to increase its buying of U.S. agricultural products to \$40 billion to \$50 billion in each of the next two years.

Top Stories 2020

Growing Alabama Exports

ALABAMA BENEFITS

Secretary Canfield said the Phase 1 trade deal contains positives for Alabama. For one thing, an easing of trade tensions is good news for the Port of Mobile, Alabama's only deep-water seaport and the international gateway for the state's economy.

In addition, Alabama farmers stand to benefit from the trade deal. In 2016, Alabama exports of soybeans and peanuts to China approached \$285 million, according to data from the Alabama Department of Commerce. In 2018, those shipments dropped to \$20 million.

In November 2019, Alabama exports of soybeans and peanuts equaled zero, figures show.

Overall, Alabama exports to China have taken a tumble since the trade war began. Through the first 11 months of 2019, these shipments dropped more than 30 percent compared to same period in the previous year, data indicate.

Shipments of Alabama-made vehicles to China fell sharply, down nearly 32 percent in the 11-month period. Alabama is the nation's No. 3 auto-exporting state.

The United States first imposed tariffs on imports from China based on the findings of the Section 301 investigation on China's acts, policies, and practices related to technology transfer, intellectual property, and innovation, according to the USTR.

Alabama Honors Consuls General & International Partners

Secretary of Commerce Greg Canfield along with the Mobile Area Chamber of Commerce (Premier Sponsor) honored its international partners that included Consuls General who had jurisdiction over Alabama. In addition, the state's Honorary Consuls were invited along with many nationally focused organizations. This event took place in Atlanta on Wednesday, February 12th from 5:00 pm – 7:00 pm at the Candler Hotel in Atlanta, Georgia.

The Export Alabama Alliance works daily with many of these organizations/entities to build a greater international foothold for the state.

This was the first annual networking reception and was attended by some 100 people.



ALABAMA BUSINESS LEADERS MEET WITH AMBASSADOR LIGHTHIZER, KEY TRADE OFFICIAL

October 17, 2020

Words by Jerry Underwood

VANCE, Alabama – Governor Kay Ivey and a group of Alabama industrial leaders on Friday hosted Ambassador Robert Lighthizer, the U.S. Trade Representative, at the Mercedes-Benz manufacturing complex for a high-level discussion on the Trump Administration's trade and economic growth policies.

Ambassador Lighthizer shared details about the Administration's trade goals and heard from the Alabama business delegation during an hour-long event featuring a roundtable discussion at the Mercedes-Benz U.S. International Visitor Center.

"Ambassador Lighthizer provided valuable insights about how the Administration is moving to return manufacturing to the U.S. and create middle-class jobs across the nation," Governor Ivey said.

"He has been a fierce advocate for Alabama over the past three years, and it was beneficial for our business leaders to exchange ideas with him."

CREATING JOBS

As the U.S. Trade Representative since 2017, Ambassador Lighthizer serves as the federal government's top trade negotiator. He brings a history of tough U.S. trade enforcement and a record of standing up for American workers, farmers, manufacturers, and businesses.

Before joining the Trump Administration, he practiced international trade law for 30 years. During this time, he served as lead counsel for scores of trade enforcement cases and became recognized as a prominent advocate for the type of "America First" trade policies supported by President Trump.

Ambassador Lighthizer also served as the deputy U.S. trade representative for President Ronald Reagan, negotiating over two dozen bilateral international agreements, including agreements on steel, automobiles and agricultural products.

"I want to thank Governor Ivey for her hospitality and for working so closely with President Trump to keep his promises to the people of Alabama and all Americans," Ambassador Lighthizer said.



Gov. Ivey exchanges a fist bump with Ambassador Robert Lighthizer, the U.S. Trade Representative, while Mike Göbel of Mercedes-Benz's Alabama operation looks on. Ambassador Lighthizer met with a group of Alabama industrial leaders at the Mercedes complex on Friday, Oct. 16, 2020. (Image: Governor's Office/Hal Yeager)

Top Stories 2020 Growing Alabama Exports

"The President is committed to creating more manufacturing jobs, particularly in the auto sector, which will benefit American workers for generations to come."

Greg Canfield, Secretary of the Alabama Department of Commerce, moderated the roundtable discussion, which focused on topics such as the U.S.-Mexico-Canada Agreement (USMCA), the Phase I China trade deal and other trade pacts under negotiation.

"Today's discussion was a great opportunity for a representative group of Alabama's industrial leaders to share their thoughts about how trade policies affect their operations and how we can all work together to increase prosperity here at home," Secretary Canfield said.

Participating in the event were the leaders of several major Alabama manufacturers: Mike Göbel of MBUSI, Mike Oatridge of Honda, Robert Burns of Hyundai, Masa Aihara of Mazda Toyota Manufacturing, Charles Greene of the AM/NS Calvert steel mill, Daryl Taylor of Airbus, and Lee Styslinger III of Altec.

John Driscoll of the Alabama Port Authority, which manages the state's only deep-water port, and Mark Crosswhite of Alabama Power, the state's largest electric utility, also took part in the event.



Governor Kay Ivey and a group of Alabama industrial leaders on Friday hosted Ambassador Robert Lighthizer, the U.S. Trade Representative, at the Mercedes-Benz manufacturing complex for a high-level discussion on the Trump Administration's trade and economic growth policies.

ALABAMA ONLINE GLOBAL PROGRAM GIVES NEW MARKETING TOOLS TO EXPORTERS

November 11, 2020

Words by Jerry Underwood

The Alabama Department of Commerce's Office of International Trade is working with its partners to help export-minded companies across the state maintain their global focus and create new trade relationships overseas.

Commerce's trade team, in collaboration with The Export Alabama Alliance, is aligning with IBT Online to form the Alabama Online Global Program, which aims to give companies new internet marketing tools to elevate their profiles and win business in foreign markets.

A presentation on the online business development tools offered through the program is scheduled for 11 a.m., Wednesday, Nov. 18.

"A strong online presence for companies has never been so important as it is now," said Greg Canfield, Secretary of the Alabama Department of Commerce.

"It is critical that we help them adapt as much as possible to these new conditions to avoid losing current customers and to quickly return to pre-quarantine levels of activity," he added.

WEB SITE STRATEGIES

Hilda Lockhart, director of Commerce's Office of International Trade, said the COVID-19 pandemic has disrupted the plans of many Alabama firms to expand their business internationally. Commerce was forced to cancel 2020 trade missions planned for Vietnam, Hong Kong, the Caribbean and Russia. It had also geared up to help Alabama companies traveling to trade shows in foreign markets, but those events were also cancelled.

"We know this has been extremely challenging during this year with COVID 19 impacting travel, supply chains, causing shutdowns/closures and causing a lot of uncertainty for everyone," Lockhart said. "Because of COVID-19, we began looking for innovative ways to help companies across Alabama reach out to potential buyers and partners throughout the world," she added.

IBT Online, which has created programs for other states, can help companies with website localization strategies that make their brands easy to find in target countries and facilitate business connections.

"This seemed like to the optimum time to partner with IBT and bring this expertise and opportunity to Alabama companies," Lockhart said. "Because of Covid-19, it's now even more crucial for businesses to make their website an effective global business tool."



A ship takes on cargo at the Port of Mobile, a key cog in Alabama's export machine. Alabama's exports topped \$20 billion in 2019, but the COVID-19 pandemic has presented challenges for some export-minded companies.

HELP FOR BUSINESSES

Davies Hood, president of Birmingham-based Induron Protective Coatings, said his company has been working with IBT Online and is already seeing benefits from its “internationalization through localization” approach to marketing.

“Sometimes we tend to look at the world through the lens of our own culture, experience and/or preconceptions, so they have helped us take a more local, customer-focused approach,” Hood said.

“Their professionalism and politeness impress me, but I genuinely value their approach that is based more on systems and processes than more touchy-feely marketing approaches.”

Secretary Canfield said the Commerce team and the international trade group received financial resources from the U.S. Small Business Administration’s State Trade Expansion Program, or STEP, to launch the Alabama Online Global Program.

Chris Wilder of SEPCO, an Alabaster-based maker of fluid sealing products, said STEP has benefited his company.

“The STEP grant program been a vital part of our global export growth strategy. We have used it for everything from market research, to trade mission prospecting,” Wilder said.

“Currently we are working with the program to further develop our international digital marketing assets. The STEP grant program is an excellent value,” he added.



**BARON SERVICES, INC. RECEIVES 2020 NAITA
GLOBAL TRADE AWARD**



Pictured are: David Lucas, Bradley; Amanda Berkey, NAITA; Sergiy Braylyan, Baron Services, Inc.; Congressman Spencer Bachus III, Board Member, EXIM Bank; Debbie McGee, NAITA President & PZI International Consulting; Anne Burkett, NAITA Executive Director; and Barbie Peek, NAITA Vice President Development & Port of Huntsville.

HUNTSVILLE, AL, September 24, 2020 – The North Alabama International Trade Association announced today that Huntsville-based Baron Services, Inc. received the 2020 NAITA Global Trade Award at NAITA’s 37th Annual World Trade Day Luncheon.

Keeping an eye on the sky around the globe is the focus of this year’s recipient of the NAITA Global Trade Award! Baron Services, Inc. provides critical weather intelligence to businesses, government agencies, and consumers around the world. Based in Huntsville, Ala., Baron serves a wide range of industries including broadcast, public safety, marine, aviation, telematics, and worldwide weather concerns. Their mission is to deliver life-saving meteorological tools for those moments when it matters most. Baron technology allows weather professionals to ensure improved safety, while helping private industry achieve increased efficiency and revenue through accurate weather-related decision making.

Baron started its operations 30 years ago and had its first export sale 15 years ago to Paraguay. Their focus on exporting has greatly increased over the last 5 years, winning contracts in several countries including Bangladesh Air Force, Kazakhstan Hydromet Service, Azerbaijan Hydromet Service, and most recently 3 radars for Aerocivil in Colombia.

Top Stories 2020

Growing Alabama Exports

In concert with the focus of today's keynote address, the Ex-Im Bank loan guarantee program enabled Romania to purchase equipment, technology and services from U.S. suppliers, including Baron Services, to upgrade the country's meteorological infrastructure to protect against floods.

These export sales have resulted in the creation and sustainment of jobs right here in North Alabama! "NAITA and the Export Alabama Alliance have been strong partners and provided Baron Services with assistance on multiple fronts as we have moved forward into global markets," said Rob Baron, Jr., Executive Vice President, Government and International. "I have been pleased to be actively involved in NAITA events over the years in an effort to help others expand their operations globally and create jobs in North Alabama. I was also pleased to be engaged in supporting the need for EXIM Bank reauthorization with members of Congress as these programs have been instrumental to Baron's growth overseas. It's an honor for Baron to receive NAITA's Global Trade Award."

The Global Trade Award was presented by Debbie McGee, NAITA President and accepted by Serge Braylyan, Global Business Development Manager for Baron Services, Inc. during the 37th Annual NAITA World Trade Day and 1st Virtual World Trade Day Celebration.

About NAITA

The North Alabama International Trade Association (NAITA) is a business-driven organization committed to increasing knowledge, interest, and activity in international trade in North Alabama for 36 years. NAITA's mission is to provide international trade advocacy, training, and networking to promote economic growth in North Alabama. Further information on NAITA is available at naita.org.

About Baron Services, Inc.

Baron provides critical weather intelligence to businesses, government agencies, and consumers. Based in Huntsville, Ala., everything changed during the early days of the company when an F4 tornado devastated parts of the city in 1989. Following that high-impact event, the company had a new mission: delivering life-saving meteorological tools for those moments when it matters most.

The company's product portfolio consists of four categories. Baron weather radar is the source point for the vast amounts of information we process and interpret. Actionable Weather data is another core competency, helping users more easily identify areas of concern. Display and storm tracking software is the conduit through which meteorologists access Baron weather intelligence, while reliable data delivery ensures any kind of user, on any type of device, receives precision weather information at all times.

Baron's mission remains simple: ensuring that every citizen, every nation, every business, and every family are protected from inclement weather.

SPOTLIGHT ON THE MOBILE CHAMBER INTERNATIONAL TRADE PROGRAM

When the recession began crippling American companies in 2007, Theodore-based Alabama Roll Products (ARP) was experiencing historic success. Global diversification helped keep the family-owned fabrication business from becoming one of the many casualties of the economic fallout that followed.

“Thanks to our projects in Singapore, we really didn’t feel any bumps in the road,” said Gilbert Diaz Jr., president of ARP. “We weathered that really well, to be honest.”

The Mobile Area Chamber’s international business program was created 23 years ago to help local companies like ARP harness the power of foreign expansion and investment so they can sustain long-term health. Industry growth, even into international markets, leads to a healthier economy here in Mobile, according to Christina Stimpson, director of the program.

“The international business program is housed within economic development because we see it as a job creator,” Stimpson said. “If a company can expand overseas, they will likely hire more people here in Mobile.” The Chamber assists local companies through trade missions, trade shows and on-site education — most of which is free to area businesses — while connecting them with the resources necessary to maximize global opportunities.

Stimpson and Kayley Shepard run the division. Resources include the Export Alabama Alliance, Alabama International Trade Center, Alabama Department of Commerce International Trade Division, U.S. Commercial Service and the Export-Import Bank of the United States (EXIM).



Christina Stimpson and Kayley Shepard oversee the Mobile Area Chamber’s work in international business and foreign direct investment.

Top Stories 2020

Growing Alabama Exports

Examples of the Chamber's international business outreach include:

Trade Missions

ARP's Diaz serves on the Chamber's Board of Advisors and has been on several trade missions over the years. He said the preparation and contact fostered by the international business program can give businesses a leg up.

Akin to matchmaking, the program helps identify distributors, organize joint ventures or direct sales and develop customized appointment lists. Company representatives then take multiple meetings a day while abroad, with the help of in-country commercial service representatives who help facilitate the appointments.

"It makes life a lot easier, as opposed to doing a cold sales call," Diaz said. "You've got their undivided attention, and they give you the opportunity to make a presentation and try and sell yourself and your company."

Trade Shows

From the Paris and Farnborough Air Shows to the World Petrochemical Conference and others, trade shows are key to global industries learning the relevance of Mobile-area companies. And they go hand in hand with foreign direct investment, responsible for more than 13,000 jobs in Mobile. If it weren't for Farnborough and Paris, Mobile likely wouldn't have the Airbus U.S. Manufacturing Facility.

And chemical industry trade shows have contributed to the strength of the Alabama Power-led MAST Initiative, which supports the infrastructure used by more than 25 chemical companies located in the McIntosh, Axis, Saraland and Theodore (MAST) communities.

Patrick Murphy, vice president of Alabama Power's Mobile division, said the strength of Mobile's natural infrastructure helps the area stand out globally. "That puts us in a good position to continue to recruit and expand the existing manufacturing base we have now," Murphy said.

Trade shows play an important role in the recruitment and subsequent expansion of companies. Trade Education In years past, the Chamber would offer trade seminars covering a variety of general topics, including the basics of exporting — from documentation to sales and marketing, and the crucial step of getting paid. In recent years, the international business program has implemented in-house counseling, where the Chamber and resource partners go to individual companies to discuss their specific needs.

"It helps move things along more quickly," Stimpson said. "We are also seeing a lot more webinars and virtual events taking place."

The Chamber also publishes quarterly editions of TRADE talks, highlighting expansions for foreign-based companies in the Mobile area and upcoming international trade-and business-related events.

ALABAMA INTERNATIONAL TRADE CENTER PROVIDES ON DEMAND WEBINARS



Alabama International
Trade Center

THE UNIVERSITY OF ALABAMA

Driven by the ongoing global pandemic, the Alabama International Trade Center (AITC) has adapted their training programs to include webinars on current subjects related to doing business in the global marketplace. These webinars focus on assisting Alabama business leaders to plan ahead and adjust their export strategies for growth in 2021.



Hosted by AITC, BioAlabama, and the Alabama Department of Commerce, this webinar focused on helping Alabama BioTech companies decide when to make the decision to pursue International Business as an alternative to focusing a domestic strategy. . Kristinn Gretarsson, Director of International Business Development with the AITC, drew on his vast experience and knowledge of the global biotech marketplace to give Alabama companies a firsthand look at the benefits of looking internationally to do business.



CE marking is an administrative marking that indicates conformity with health, safety, and environmental protection standards for products sold within the European Economic Area. Teaming up with the BSI Group, this webinar focused on the application process, countries/industries that require the CE Mark.



AITC brought in Derek McKenny with Kuehne + Nagel to provide Alabama importers critical information on reducing their risk in supply chains and how to find alternate suppliers.

Top Stories 2020

Growing Alabama Exports

On Line Demand Webinars by AITC cont'd



The Alabama International Trade Center, The Alabama Department of Commerce, and Kuehne + Nagel partnered to host a webinar on supply chains and risk mitigation for importing. During this webinar, the topics discussed included tariff wars and exclusions, reducing risk in supply chains, finding alternate suppliers, and tariff engineering.



Incoterms® rules outline the responsibilities of buyers and sellers in international transactions with regard to the costs and risks involved in the shipping of goods. Incoterms® rules are developed and published by the International Chamber of Commerce (ICC). Carolyn Turner, AITC, talked about changes in the new edition of these trade terms and how it might affect a company's exporting process.

How to Prepare for USMCA

June 23, 2020



With the US Mexico Canada Agreement (USMCA) taking effect on July 1, 2020, the AITC and KPMG LLP offered a one-hour informative webinar on ways exporters and importers could become prepared for the implementation USMCA.



Automotive manufacturing is a key component in the new U.S. Mexico/Canada Trade Agreement (USMCA). This webinar targeted Alabama's automotive exporters and importers to become prepared for the implementation USMCA.

OPINION | USMCA IS GOOD FOR ALABAMA WORKERS -- AND LOCAL BUSINESSES



Terri Sewell

via Office of Rep. Terri Sewell

Last updated on January 17, 2020, at 03:10 pm

Just before Christmas, the House of Representatives passed the renegotiated U.S.-Mexico-Canada Trade Agreement (USMCA). I was honored to play a key role in the crafting of a much-improved USMCA as one of the eight Democrats chosen by Speaker Pelosi to negotiate with the Trump Administration to improve the agreement.

I am and have always been a strong supporter of trade policies that benefit Alabama workers and expand market access for Alabama-made products and services. If properly crafted, trade agreements can create thousands of 21st century, high-paying jobs.

In Alabama, we have good reason to support a well-negotiated trade agreement with Mexico and Canada. In 2018, Alabama exported over \$4.1 billion in goods to Canada and \$2.6 billion in goods to Mexico, making up 35 percent of our state's global exports. Moreover, 4,000 companies in Alabama export products, 80 percent of which are small and medium sized businesses.

However, the original NAFTA fell far short on worker protections and enforceability. We in Alabama are uniquely aware of the downfalls of the poorly-negotiated trade agreement that left American workers and businesses behind, like Alabama's garment industry. It was with that memory in mind that I set out to make the new USMCA better for our state.

Unfortunately, the Trump Administration handed the House of Representatives a trade agreement with the same inadequate labor standards and broken enforcement mechanism that weakened the old NAFTA. The Administration's deal was a non-starter for Democrats. I, along with other members of the Democrat Working Group, negotiated with the U.S. Trade Representative for six months to transform USMCA into an agreement that would benefit Alabama workers.

I made it my top priority to negotiate new provisions that close loopholes in the original NAFTA and create a new state-to-state dispute settlement tool that makes this agreement enforceable. Not only were we able to lock in this change, but we created a brand new rapid-response enforcement tool that will make it easier for our Trade Representative to dispute labor violations, especially with Mexico. Our workers and our labor unions are the backbone of this nation – when workers are strong, our nation and our economy is strong. With these new enforcement provisions, we can begin to rebalance our trade agreements to protect workers' rights and help our local economies grow.

The new agreement will incentivize increased investment in U.S. auto manufacturing and benefit the over 40,000 Alabama workers in the auto sector. It is also a win for Steelworkers, Teamsters, the AFL-CIO and employers like Vulcan, Nucor and Cemex that sell Alabama-made products in foreign markets.

I will continue fighting to end the Trump Administration's reckless trade wars that are bankrupting Alabama farmers, and threats to impose steep tariffs that would hurt Alabama's auto workers. But when we find common ground as we have with the new USMCA, we have the opportunity to improve the lives and circumstances of all Americans.

The re-negotiated USMCA is not a perfect agreement, but it is a win for Alabama and will help level the playing field and promote economic prosperity for workers and businesses across the United States.



2020 Export Alabama Alliance Programming

The Export Alabama Alliance provided a comprehensive range of export events, both in Alabama and overseas during 2020. The workshops and seminars covered a variety of export-related topics and provided information on key export markets.

JANUARY

Incoterms 2020 Seminar

January 16 | Mobile | 36 Participants

Incoterms® rules outline the responsibilities of buyers and sellers in international transactions with regard to the costs and risks involved in the shipping of goods. Incoterms® rules are developed and published by the International Chamber of Commerce (ICC). The ICC recently published the next edition of these trade terms, Incoterms® 2020, which became effective January 1. At this workshop participants learned what they needed to know and any changes they needed to make to their companies' exporting processes.

2020 Hong Kong Chinese New Year Reception

January 23 | Atlanta | 150+ Participants

The Ms. Joanne Chu, the Director of the Hong Kong Trade Economic and Trade Office in New York, along with the Hong Kong Commissioner to the United States, Mr. Eddie Mak, hosted a reception at the Georgia Aquarium in Atlanta to celebrate the Chinese New Year.

FEBRUARY

Made in DeKalb

February 6 | Rainsville | 300+ Participants

Hosted by the DeKalb County Economic Development Authority and held at the Northeast Alabama Agribusiness Center, the annual Made in DeKalb event provided an opportunity for local 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 and visits from area high school seniors and college students preparing to enter the workforce. A member of the Alabama Department of Commerce staffing the Export Alabama Alliance booth represented the Alliance.

Alabama Consul General Event

February 12 | Atlanta | 100 Participants

Alabama is home to 13 honorary consulates and over 80 foreign governments list the state in their jurisdiction of responsibility. This large and thriving diplomatic corps is comprised of consular offices and/or trade representation. The Alabama Department of Commerce along with the Mobile Area Chamber of Commerce hosted an inaugural reception to honor this group that plays a critical role in supporting and furthering the state of Alabama in foreign direct investment, trade, cultural and educational activities.

Taxes on your Exports and IC-DISC Webinar

February 13 | Online | 18 Participants

Topics covered during this webinar, presented by the Alabama International Trade Center and Warren Averett, included: US taxes on export revenues, IC-DISC (Interest-Charge International Sales Corporation), history of US tax export incentives, general benefits of IC-DISC, permanent tax savings, tax deferral, ownership structures and types of DISCS, IC-DISC requirements and qualifications, commission calculations and other items, and FDII – Foreign Derived Intangible Income.

Export Compliance Training Institute (ECTI) Seminar: ITAR Defense Trade Controls/EAR Export Controls, at the Westin Huntsville

February 17-20 | Huntsville | 54 Participants

This internationally recognized seminar series provided both novice and experienced export compliance professionals with a comprehensive education on complying with United States export regulations. Instructors were widely respected experts in the field of export compliance with many years of experience interpreting and applying the rules, ITAR, EAR & OFAC. Attendees left these seminars with an in-depth understanding of the current rules and how to keep your company compliant.

Automotive Supply Chain and Logistics Conference

February 18 | Huntsville | 120 Participants

The Alabama Automotive Manufacturers Association, in partnership with the Port of Huntsville, presented the Automotive Supply Chain and Logistics Conference. The conference connected Logistics Providers in North Alabama to discuss preparations for Alabama's expanding Automotive Industry.

Incoterms 2020 Webinar

February 21 | Online | 8 Participants

Incoterms® rules outline the responsibilities of buyers and sellers in international transactions with regard to the costs and risks involved in the shipping of goods. Incoterms® rules are developed and published by the International Chamber of Commerce (ICC). The ICC recently published the next edition of these trade terms, Incoterms® 2020, which became effective January 1. At this workshop participants learned what they needed to know and any changes they needed to make for their company's exporting processes.

Export Roundtable | Navigating Global Trade with Local Resources

February 26 | Huntsville | 18 Participants

The North Alabama International Trade Association (NAITA) and the Export Alabama Alliance, highlighted international markets and federal, state, and local resources available to support your business in identifying and pursuing business opportunities in overseas markets. A small business perspective from Huntsville born and bred firm Baron Weather, an innovative provider of critical weather intelligence and technology to businesses, government agencies, and consumers, was given. Robert Baron, Jr., Executive Vice President, Baron Weather, discussed how his small business has benefited from working with members of the Export Alabama Alliance, including NAITA, the U.S. Commercial Service, Alabama International Trade Center, Alabama Department of Commerce, and others who can assist in expanding your international business network.

MARCH

22nd Annual AlabamaGermany Partnership Celebration Dinner

March 4 | Huntsville | 100+ Participants

The AlabamaGermany Partnership's biggest event of the year that brought German and American leaders from industrial, cultural, educational and governmental sectors together. This year's will took place at the U.S. Space & Rocket Center in Huntsville.

Doing Business in Europe Webinar

March 5 | Online | 16 Participants

The Alabama International Trade Center and Briddge partnered to present a webinar about doing business in the European Market. This included an overview of doing business in these markets, how to handle VAT, setting up a company and regulations regarding bank accounts, hiring best practices, and BREXIT.

Doing Business in the Caribbean Region

March 5 | Birmingham | 13 Participants

The U.S. Commercial Service partnered with the Alabama Department of Commerce to meet with U.S. companies that want to begin or increase their exports to the Caribbean Region. Companies in attendance were able to meet with a Foreign Commercial Service Officer and learn about strategies for expanding their business in the region.

Doing Business in the Caribbean Region

March 6 | Huntsville | 11 Participants

The U.S. Commercial Service partnered with NAITA and the Alabama Department of Commerce to meet with U.S. companies that want to begin or increase their exports to the Caribbean Region. Companies in attendance were able to meet with a Foreign Commercial Service Officer and learn about strategies for expanding their business in the region.

APRIL

Financing your Exports with SBA and EXIM

April 2 | Online | 20 Participants

As COVID-19 continued to impact both the US and the global economy, access to Export Working Capital and Export Credit Insurance became more important. This webinar, presented by the Alabama International Trade Center, SBA, and EXIM, had information on these various programs and how your company can access them.

JUNE

U.S. Mexico Canada Agreement (USMCA) Webinar

June 17 | Online | 88 Participants

The new US Mexico Canada Agreement (USMCA) went into effect on July 1, 2020. The AITC and KPMG LLP offered a one-hour informative webinar on ways exporters and importers could become prepared for the implementation USMCA.

Alabama Online Global Programs and Grants: Business Development Websites to Help You Grow Your Exports, Sales, Brand, and Business

June 24 | Online | 44 Participants

Hilda Lockhart, Director of International Trade for the Alabama Department of Commerce presented an update on what Alabama has been doing to help Alabama companies navigate these difficult times in 2020. Alabama companies attending this webinar learned how IBT Online works with the Alabama Department of Commerce to deliver the Alabama Online Global Program - Website Localization and International Online Marketing for Alabama companies.

AUGUST

Developing Your Export Opportunities in Israel and the Middle East

August 26 | Online | 36 Participants

The Alabama Department of Commerce partnered with EDI, active in these markets since 1991, to offer an online expert briefing on the current economic and business environment in the Middle East and North Africa. EDI provides specialized research, intelligence and strategies that facilitate business with the Middle East and beyond. EDI has an exceptional record of contributing to increased U.S. -Israel trade and investment.

SEPTEMBER

NAITA Trade Talks: Virtual Export Alabama Alliance Webinar

September 3 | Online | 23 Participants

NAITA and the Export Alabama Alliance partners came together for a discussion and update on resources available to assist Alabama companies with international business development. The Export Alabama Alliance team is available to work with you under normal circumstances, and especially now – during the pandemic – to help avoid socially distancing your foreign customers. Topics include market research, international trade finance, website globalization, and trade resources and training.

U.S. Mexico Canada Agreement (USMCA) for the Automotive Industry Webinar

September 9 | Online | 33 Participants

The new US Mexico Canada Agreement (USMCA) went into effect on July 1, 2020. The AITC, JASA, and KPMG LLP offered a one-hour informative webinar on ways automotive exporters and importers could become prepared for the implementation USMCA.

How to do Business Online in China for Alabama Exporters

September 16 | Online | 25 Participants

Jeremy Wolfe from the Alabama Department of Commerce and William Toerpe from the U.S. Commercial Service, along with IBT Online experts gave a presentation on online business development tools like: localized websites and international online marketing in China, and how you can take advantage of this new online world.

NAITA 2020 Virtual World Trade Day Celebration

September 24 | Online | 82 Registrants

NAITA, Presenting Sponsor Bradley, and Ambassador Sponsors Alabama International Trade Center and Aviagen presented NAITA's 37th Annual – but 1st Virtual World Trade Day Celebration featuring the Export-Import Bank of the United States on September 24, 2020. Representatives of EXIM Bank, Congressman Spencer Bachus, member of the board, and Annette Maresh, Vice President, addressed NAITA on today's dynamic global trade environment and the critical role played by the Bank. The theme of the presentation was Keeping America Strong: Empowering U.S. Businesses and Workers to Compete Globally.

OCTOBER

NAITA Trade Talks With Exim Bank | Export Solutions for Success in a Challenging Global Environment

October 1 | Online | 22 Participants

NAITA, the Alabama International Trade Center, and the EXIM Bank of the U.S. came together to present a webinar about export solutions in a changing global environment.

BIO Alabama Virtual Conference

October 5-9 | Online | 50+ Participants

A global pandemic made science, specifically bioscience, an overnight media sensation and the #ALBioTech community responded rapidly with jaw dropping innovation. Beyond COVID-19, our researchers, scientists, and business leaders brought the same sense of urgency to solving the world's most challenging health and environment problems. BIO Alabama is brought State & Global leaders together, virtually, October 5-9, 2020 for the BIO Alabama Virtual Conference.

Supply Chains and Risk Mitigation for Importing

October 14 | Online | 53 Participants

The Alabama International Trade Center, The Alabama Department of Commerce, and Kuehne + Nagel partnered to host a webinar on supply chains and risk mitigation for importing. During this webinar, the topics discussed included tariff wars and exclusions, reducing risk in supply chains, finding alternate suppliers, and tariff engineering.

NOVEMBER

Alabama Online Global Webinar: B2B Online Marketing Tools for Alabama Exporters

November 18 | Online | 23 Participants

Carolyn Turner from the Alabama International Trade Center and Jeremy Wolfe from the Alabama Department of Commerce partnered for a webinar about how they have been helping Alabama companies navigate the 'New Online Normal'. Davies Hood, President at Induron Coatings Inc. also described his Alabama Online Global Programs success story in Australia, Sweden, Brazil and Colombia. IBT Online shared their experience and expertise on how online business development tools - localized websites, ecommerce and online marketing - could help grow your exports, sales, brand and business.

DECEMBER

A Global Trade Outlook presented by the Mobile Area Chamber of Commerce

December 2 | Online

The Mobile Area Chamber of Commerce presented a virtual discussion on U.S. Trade Policy and global supply chain issues featuring a panel of national experts and local industry leaders.

NAITA Trade Talks: Global Tax Implications of a COVID-19 World

December 3 | Online | 24 Participants

Global Payroll & Tax expert and NAITA President Debbie McGee and U.S. Employment Tax expert Scott Schapiro discussed what you should be looking at before the end of the year when countries/states come calling for that unexpected tax bill. Considerations for 2021 were also be discussed.

AMCHAM Colombia International Virtual Trade Show

December 9-11 | Online | 150+ Participants

This virtual trade show was geared toward companies in the agribusiness, technology, manufacturing and services sectors, and included a unique opportunity to present your company to a broad audience. Attendees were offered access to a virtual reality environment in which they were able to exhibit and build their contact network.

CE Marking for Exports to Europe

December 10 | Online | 30 Participants

The Alabama International Trade Center, along with the Export Alabama Alliance, partnered with BSI Group to talk about the CE Mark. During this webinar, they discussed what is a CE Mark and how do companies get approval, which countries require a CE Mark, and how the Export Alabama Alliance can assist in the CE Mark approval process.

The Alabama Department of Commerce and the Export Alabama Alliance are proud to be part of the Small Business Administration (SBA) State Trade Expansion Program (STEP) and appreciate the funding support for many of the activities that assist our eligible small business concerns.



U.S. Small Business
Administration



Meet the Export Alabama Alliance

The experienced members of the Export Alabama Alliance are ready to provide just the help your Alabama company needs to be successful overseas. The Alliance is a seamless network of international trade agencies all with the fundamental objective of helping Alabama companies grow their business internationally. Members offer 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.

Alabama Department of Commerce

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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.

Alabama Department of Agriculture

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



Rick Pate, Commissioner (rick.pate@agi.alabama.gov or 334.240.7100)

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).

Alabama District Export Council/U.S. Department of Commerce

1800 5th Avenue North, Ste. 3300, Robert S. Vance Federal Building Birmingham, AL 35203
www.alabamadec.com



Mike Lee, Chair
Robert Stackpole, Executive Secretary

DECs play a major role in the planning and coordination of export activities for their communities. Working together with local CS field offices, the mission of the DEC is to facilitate development of an effective export assistance network, support the expansion of export opportunities for U.S. companies, serve as a communication link between the business community and CS, and assist in coordinating the activities of trade assistance partners to leverage available resources.

Alabama International Trade Center (AITC)

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Alabama International
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THE UNIVERSITY OF ALABAMA

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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 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.

Alabama State Port Authority

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www.asdd.com



Parrish Lawler, Director, Trade & Development (plawler@asdd.com or 251-441-7146)

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, Pinto Island Steel Terminal, and the Mobile Container Terminal, along with several other berths and warehouses.

Alabama World Trade Association

c/o Alabama Department of Commerce 401 Adams Avenue
Montgomery, AL 36130



Hilda Lockhart, President (hilda.lockhart@commerce.alabama.gov or 334.242.0442)

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



Emily Jerkins, Vice President, Strategy & Research (ejerkins@birminghambusinessalliance.com or 205- 241-8108)

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.

Business Council of Alabama

2 North Jackson St.
Montgomery, Alabama 36104
www.bcatoday.org



Katie Boyd Britt, President & CEO (334.240.8714)

Alabama's foremost voice for business, the BCA is a non-partisan statewide business association representing the interests and concerns of nearly 1 million working Alabamians through its member companies and its partnership with the Chamber of Commerce Association of Alabama. The BCA is Alabama's exclusive affiliate to the U.S. Chamber of Commerce and the National Association of Manufacturers.

Mobile Area Chamber of Commerce

P.O. Box 2187
Mobile, Alabama 36652
www.mobilechamber.com



Christina Stimpson, Director, International Business
(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 assist 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.

North Alabama International Trade Association (NAITA)

P.O. Box 2457
Huntsville, Alabama 35804
www.naita.org



Debbie McGee, President, NAITA (naita@naita.org)
Anne Burkett, Executive Director (aburkett@naita.org)
Amanda Berkey, Programs & Operations Manager (aberkey@naita.org)

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



HUNTSVILLE INTERNATIONAL AIRPORT
INTERNATIONAL INTERMODAL CENTER
JETPLEX INDUSTRIAL PARK

Rick Tucker, Executive Director (rick@hsvairport.org or 256.258.1955)
Barbie Peek, Director, Business Development (barbie@hsvairport.org or 256-258-1977)

The Port of Huntsville, an inland port that is comprised of the Huntsville International Airport, International Intermodal Center, and Jetplex 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
1800 5th Avenue North
Suite 3300, Robert S. Vance Federal Building
Birmingham, Alabama 35203
www.buyusa.gov



Robert Stackpole, Director (robert.stackpole@trade.gov or 205.407-5399)
Amy Ryan, Senior Intl Trade Specialist (amy.ryan@trade.gov or 404-200-2786)

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.

U.S. Small Business Administration Alabama District Office
2 North 20th Street, Suite 325
Birmingham, Alabama 35203
www.sba.gov/al



Thomas Todt, District Director (thomas.todt@sba.gov or 205.290.7101, ext 263)
Brent McMahan, International Trade Officer (brent.mcmahan@sba.gov or 251.544.7401)

The U.S. Small Business Administration, established in 1953, provides financial assistance for new or existing small businesses through its guaranteed loans programs made by area banks and non-bank lenders. It also provides free counseling and information on starting a business or expanding a small business through its resource partners including the Small Business Development Centers. The Alabama District Office, located in Birmingham, is responsible for delivery of SBA's many programs and services in Alabama.

