

November 2025

# SAP&DC



## What's New In Export



In this newsletter:

- Success Story Kate's Real Food
- How we assisted companies in PA
- Strategic Partnership Program
- Advertising Assistance Grant Program
- Market Updates
- Upcoming Trade Events
- Training

Your International Trade Specialist  
Joyce



# KATE'S<sup>®</sup> REAL FOOD

## Kate's Real Food Success in South Korea

Kate's Real Food was born from the belief that healthy snacks help you make the most of every adventure. It began when outdoor enthusiast Kate created homemade energy bars to fuel long days of skiing, hiking, and biking. Made with simple, organic ingredients, her bars quickly became a local favorite—sparking a movement that transformed a kitchen-crafted snack into a nationally recognized brand.

Today, the brand continues that mission: to create the most delicious, organic snacks that power adventure. Adventure happens in the miles traveled and moments shared, in the bond between good food, wild places, and the people who seek them.

From its partnership with The Organic Snack Company, a food manufacturer in Bedford, Pennsylvania, to retailers nationwide, Kate's is making real food accessible for every adventure. Whether that's up a mountain, across a finish line, or simply outside for the fun of it, Kate's fuels the journey. Each bar is made with organic ingredients that deliver lasting energy and reflect a commitment to sustainability.

Through the efforts of SAP&DC's International Program and the U.S. Commercial Service, Kate's Real Food participated in the "Launch Your Food & Beverage Products in South Korea" program—an opportunity for U.S. companies to pitch their products to Coupang, one of South Korea's largest online retailers.

Mark Thaler, Executive Vice President of Operations for Kate's Real Food, represented the brand at the event hosted by Coupang. Kate's was selected as a winner and onboarded to Coupang's platform at no cost.

Following the program, the company received a \$10,000 purchase order for shipment to South Korea—marking an exciting step in expanding international distribution.

The joint efforts of SAP&DC's International Program and the U.S. Commercial Service have helped a Pennsylvania company expand its business and increase export sales, fueling new adventures for Kate's Real Food around the world.

Here is how  
Business PA International  
&  
SAP&DC  
assisted companies in Pennsylvania

# International Trade Program Impact



Total Economic Impact	<b>\$839 million</b>
Employment Supported	<b>3,000+ jobs</b>
State & Local Tax Revenue Generated	<b>\$27.8 million</b>

<b>722</b> Companies Assisted	<b>1,237</b> Projects	<b>2,590</b> Export Actions	<b>177</b> Exporting Companies	<b>\$534.3 million</b> Export Sales
24% were new clients this year.	Tracked as individual requests for international business development services.	Significant steps taken by clients to grow their international sales.	Companies that reported sales resulting from our assistance.	Value of export sales reported by our clients.

*FY 2024-25. Economic analysis conducted by NEPA Alliance and calculated using IMPLAN®*

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## Strategic Partnerships Program

The BusinessPA team works to connect international companies that wish to grow in the North American market with Pennsylvania firms that are looking for international partnerships.

You can contact Alex Mederos for more information on the program.

Phone: 717-300-8402

Email: [amederos@pa.gov](mailto:amederos@pa.gov)

[Click here to view the partnership opportunities](#)





*International Program*

SOUTHERN  
ALLEGHENIES  
PLANNING &  
DEVELOPMENT  
COMMISSION

## Advertising Assistance Grant Program

SAP&DC is currently helping with advertising to assist regional businesses with exposure at international trade show exhibitions. Eligible exhibitions can include domestic trade show exhibitions as long as they have an international showing, trade mission participation, or foreign market sales trips.

Funds may be provided for 10% of the costs not to exceed \$500.00. The program will be offered as long as funds are available.

### Examples of advertising include:

- Trade Event Publications
- Online and/or digital advertising for or during the trade event
- Posters, pamphlets, flyers, etc.
- Brochures, a social media sales campaign, table banners, etc.
- Event website advertising and other online services from a show
- Billboards, Newspapers, banners, other print media
- Advertising within a country to help support/increase foot traffic at a trade show.

Contact Joyce Hoffman for more information and the application

Joyce Hoffman  
jhoffman@sapdc.net  
814-949-6527

## Market Updates

- Australia [Defense & Aerospace](#)
- CE Europe [Market Insight](#)
- China [Briefing](#)
- Middle East Region [Click Here](#)
- South East Asia [Click Here](#)

- South Korea [Economic Brief](#)

## **Upcoming Trade Events**

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### **WHX Dubai 2026 (Arab Health) UAE**

February 10-12, 2026

Healthcare

In market support at no cost

Contact: [Christa Mummau](#)

### **Pack Expo East Philadelphia, PA**

February 17-19, 2026

Packaging & Processing

Contact: [Christa Mummau](#)

### **Trade Mission to Australia Australia**

March 15-25, 2026

Multi Sector

Contact: [Zoe Munro](#)

### **KIMES 2026**

**Seoul, Korea**

Medical & Hospital Equipment

March 19-22, 2026

Catalog Exhibition at no cost

Contact: [Trung Tran](#)

### **E-Mobility**

**Taiwan**

April 14-17, 2026

Electric Vehicle & Autonomous Driving Technologies

Catalog Exhibition

Contact: [Trung Tran](#)

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## **Training**

## **Webinars**

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### **SAP&DC**

### **Webinar Series**

**All Webinars are from**

**10:00 - 11:00 AM EST**

**Presented by:**

**Bob Imbriani**

**Team WorldWide**

### **Foreign Trade Zones**

January 21, 2026

[Register Here](#)

### **HS/Schedule B Classification**

February 18, 2026

[Register Here](#)

### **Navigating Importing & Tariffs**

March 18, 2026

[Register Here](#)

### **Rules & Regulations when Exporting**

April 15, 2026

[Register Here](#)

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From PA SBDC

### **Go Global**

### **Doing Business with the UK and Ireland**

November 20, 2025

9:00 - 10:00 AM EST

[Register Here](#)

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## **Seminars**

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No new seminars at this time

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From our Partners:

#### **PennTAP**

Has multiple resources for your company to utilize at no cost or minimal cost

Contact: [Amy Jorden](#)

#### **IMC (Innovative Manufactures' Center)**

IMC has multiple training sessions for your business

Webinars and Seminars

You can [click here](#) to see what is available

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## **Training Webinars You May Have Missed?**

No worries, watch our recorded sessions!

Click on the topic of your choice below to be routed to the recording!

- [US Foreign Corrupt Practices Act](#)
- [Near Shoring as Opposed to Off Shoring. Why Choose the "Americas"](#)
- [Classification Under The US Harmonized Tariff & Schedule B](#)
- [Understanding ITAR Classification & CJ Filing Requirements](#)
- [Export Controls Under Export Administration Regulations \(EAR\) & Changes Under Export Control Reform \(ECR\)](#)

- [Incoterms, Landed Cost, Payment Methods, How do these relate to pricing your Product?](#)
- [Commercial Documents for Exports](#)

### [SAP&DC International Program](#)

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