

Southwestern Pennsylvania Commission

Allegheny, Armstrong, Beaver, Butler, Fayette, Greene,
Indiana, Washington & Westmoreland



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Rena Liu-Belshe, International Trade Program Manager

Rena has served as the International Trade Program manager at Southwestern PA Commission (SPC) since 2001. Prior to joining SPC, Rena worked at the American Institute in Taiwan (AIT), the de facto US embassy in Taiwan, serving as marketing officer, and later deputy director of the Agricultural Trade Office, which promotes US exports to Taiwan. Rena also worked at H.J. Heinz in product development for Heinz's joint-venture in China.

A native of Shanghai, China, Rena studied music and graduated from the Central Conservatory of Music in Beijing. Her international experience also includes living in Venezuela and Taiwan for 8 years. Rena has a MBA degree from the American Graduate School of International Management – Thunderbird; and a MA degree from the University of Denver. She and her husband have enjoyed living in Pittsburgh for 15 years and love this region.

EXPORT ASSISTANCE SERVICES

Export assistance services available through SPC include:

- Export readiness assessments
- Targeted market research and identification
- Counseling on product selection, international market entry strategy and international marketing plan development
- Technical assistance on a range of topics, including shipping, licensing, methods of payment, terms of sale and export pricing
- Educational opportunities including seminars and networking events
- Referrals for legal and financial assistance

ABOUT SPC

The Southwestern Pennsylvania Commission, or SPC, is the region's forum for collaboration, planning, and public decision-making. As the official Metropolitan Planning Organization (MPO) for the ten-county region, SPC is responsible for planning and prioritizing the use of all state and federal transportation funds allocated to the region. As the Local Development District (LDD) and Economic Development District for southwestern Pennsylvania, SPC establishes regional economic development priorities and provides a wide range of public services to the region. SPC combines management of community assistance, financial assistance, export and government procurement assistance, and special enterprise development activities with delivery of other state and federal programs to help our region become increasingly competitive in national and global markets.

