

## **IOWA MEAT TRADE MISSION TO JAPAN (APRIL 2-9, 2011)**

Japan is the most important export market for Iowa meat suppliers. In 2009, Iowa exporters shipped \$523 million in meat products to Japan. High disposable income, embracement of technology, desire to improve the diet and a growing market for high quality products creates opportunities for Iowa suppliers to increase their presence in Japan. Japan also presents niche opportunities for highly marbled, antibiotic free and storybook pork. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers.

Iowa participants may also want to exhibit or visit the Japan Meat Fair being held in Tokyo, April 6-8. Exhibition space is separate from the trade mission and will require exporter incurred costs. Contact us if you are interested in show details. For more information, contact Mark Fischer at 515.725.3140 or [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov).

## **FEED INGREDIENTS BUYERS MISSION AT THE WORLD PORK EXPO (JUNE 2010) – DES MOINES, IOWA**

That's right, we are bringing the international buyers to you! International buyers will be in Des Moines during the World Pork Expo to meet with manufacturers of ingredients such as pro-biotics, livestock feed, milk replacers, dried distillers grains and supplements. If you are interested in learning more about the buyers or participating in one-on-one business meetings with these buyers, please contact Mark Fischer at 515.725.3140, [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or Lisa Mason at 515.725.3139, [lisa.mason@iowa.gov](mailto:lisa.mason@iowa.gov).

## **TRADE MISSION TO NORTHEAST CHINA (JUNE 10-20, 2011) INCLUDING A VISIT TO THE HARBIN TRADE FAIR**

China is the world's most populated country with over 1.3 billion people and is divided into 23 provinces, five autonomous regions and four municipalities. In the early stages of China's economy development, the focus was on coastal provinces and cities, however, in recent years, China's focus of development has been in two areas: Western and Northeast China.

"Northeast China comprises the three provinces of Liaoning, Jilin and Heilongjiang, with a total population of over 107 million people. The region is rich in natural resources, including coal, oil, iron ore and timber. China's heavy industrial center for iron and steel, oil, petrochemical, shipbuilding, machine tools, aviation and automobile. The region is also an important agricultural, animal husbandry and forestry base, encompassing one of the world's three black earth belts. The Northeast is China's largest producer of corn, soybean and wheat. Production of fruit crops and aquaculture are also rising in significance." [Source: U.S. Commercial Service, Shenyang]

The International Trade Office will organize and lead a trade mission to Northeast China with business meetings to be scheduled June 13-17, 2011, including opportunities for business meetings in the Provinces of Heilongjiang, Jilin and Liaoning. Companies participating in the mission will have prequalified business meetings organized with the assistance of IDED's International Trade Office, the U.S. Foreign Commercial and Agricultural Services and IDED's China Office representative. IDED's China Office, at no cost to you, will provide participants up to 40 hours of pre-post mission assistance to help you prepare for or follow up on your business meetings. In preparation for your company's participation, we encourage participants to have our China Office do a market research study. The International Trade Office will also be organizing a visit to the Harbin Trade Fair (June 15-19, 2011) for interested companies. <http://en.ichtf.com/czn/1.php>

To learn more about the mission and how to sign up, visit <http://www.iowalifechanging.com/intlevents/downloads/NEChinaTradeMissionJune2011.pdf> or contact [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or 515.725.3141. ETAP funds will only be available to the first five eligible companies that complete the mission registration process.

## **PERU – COLOMBIA TRADE MISSION (JULY 2011)**

While the Peruvian market was not immune to the economic downturn, U.S. exports to Peru in 2010 are on track to exceed the record numbers of 2008. Peru's economy is projected to expand by about five percent in 2010. Mining continues to be Peru's main export sector, counting for approximately 60% of all exports in 2009. Infrastructure development remains a priority. As a result of the entry into force of the U.S. Peru Free Trade Agreement in early 2009, approximately 80% of U.S. industrial and consumer goods enter Peru duty-free. More than two-thirds of current American agricultural exports to Peru also benefit from such treatment. Best prospects for U.S. exports to Peru include Mining Industry Equipment; Construction Equipment; Oil and Gas Field Machinery; Pumps, Valves, Compressors; Industrial Chemicals; Building Products; Food Processing and Packaging Equipment; Pollution Control Equipment; Security and Safety Equipment; Drugs and Pharmaceuticals; Air Conditioning and Refrigeration Equipment; Soybean Meal; Dairy Products (whey and cheese); Yellow Corn; Beef and Offals.

Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have diversified agriculture, resources and productive capacities. Colombia is currently the fourth largest market for U.S. exports in Latin America. Iowa exports to Colombia through October of this year have already exceeded the record exports of 2008. On November 22, 2006, the United States and Colombia signed a bilateral trade agreement, the US - CTPA. At this time, the Agreement has not been approved by the U.S. Congress. Over 80% of U.S. exports of consumer and industrial products to Colombia will be duty-free immediately upon entry into force of the Agreement, with remaining tariffs phased out over ten years. Prospects for U.S. exports to Colombia include construction equipment for public roads and airports, water treatment, water supply, electric power generation, oil and gas exploration and pollution control equipment, air navigational and port security aids, railway construction, transportation equipment, security and defense items and services, mass transit systems, corn, soy products, automotive parts and accessories, computer hardware and software services, IT equipment and services, plastics materials and resins, electrical power systems, safety and security equipment, food and beverage processing and packaging equipment and medical equipment.

This trade mission is open to ALL industry sectors. Participants in the agriculture industry will find an added bonus as the trade mission will coincide with the FERIA INTERNACIONAL AGROPECUARIA Y DE INDUSTRIAS AFINES AGROEXPO 2011 ([www.agroexpo.com](http://www.agroexpo.com)). AgroExpo has been the premier biennial international agricultural and livestock event in the Andean region for over 30 years. It is considered the most important place for agro-industrial development because the Andean and Caribbean regions meet at this event to learn about state of the art scientific and technological advances for agriculture, livestock and all related industries and services. One-on-one pre-qualified appointments will be arranged in each location for participating companies whether they are seeking to develop or expand direct export sales, locate distributors or agents, conduct market research or have other goals. Contact Peggy Kerr at 515.725.3143 or [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) for discussion and to be involved as plans are finalized for this trade mission.

## **OTHER INFORMATION**

### **FOOD MANUFACTURERS: CUT YOUR INTERNATIONAL MARKETING COSTS IN HALF!**

The Food Export Association of the Midwest offers qualifying Iowa companies export assistance such as a helpline for individual assistance, group events, buyers missions and a financial assistance program (Branded Program) for your international marketing and promotional expenses which can reimburse up to 50% of many expenses. You don't want to pass up the assistance and funding! Visit [www.foodexport.org](http://www.foodexport.org) and complete a pre-qualification application for the Branded Program or contact at [lisa.mason@iowa.gov](mailto:lisa.mason@iowa.gov) for questions.

### **GROW YOUR EXPORTS, SHRINK YOUR SPENDING! ANOTHER WAY TO SAVE EVEN MORE.....**

Sign up for eligible 2011 Food Export Association activities between now and January 31, 2011 and receive 20% off each 2011 service! All companies who sign up for an eligible 2011 service will also be part of a grand prize raffle. A list of just some of the events can be found on the next page or visit <http://www.foodexport.org> for a full list of buyers' missions, trade shows and missions and other forms of assistance.

## OTHER INFORMATION

### FOOD EXPORT BRINGS BUYERS TO YOU! HERE'S A LIST OF UPCOMING BUYERS MISSIONS:

- Frozen Food Buyers Mission in conjunction with the AFFI Frozen Food Convention, February 17, Chicago, Illinois
- Natural Products Buyers Mission at the Natural Products Expo West Show, March 10-11, Anaheim, California
- Food Service Buyers Mission at the National Restaurant Association Show, May 21-24, Chicago, Illinois
- Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo, May 24-26, Chicago, Illinois
- Feed Ingredients Buyers Mission in conjunction with World Pork Expo, June, Des Moines, Iowa
- Food Ingredients Buyers Mission at the Institute of Food Technologists Show, June 11-15, New Orleans, LA and Chicago, IL
- Retail Buyers Mission at the National Association of Convenience Stores Show, October 1-4, Chicago, Illinois
- Feed Ingredients Buyers Mission at the World Dairy Expo, October 4-8, Madison, Wisconsin
- Private Label Buyers Mission at the Private Label Manufacturers Association's Show, November 12, Chicago, Illinois

In addition, Food Export offers trade show booths and assistance. Visit [www.foodexport.org](http://www.foodexport.org) for a list of all the upcoming events.

### FREE INTERNATIONAL NEWSLETTERS/UPDATES:

- International Education Newsletter — A compilation of export/import education events in Iowa and surrounding areas, webinars, technical updates, etc. typically sent monthly.
- International Economy & Politics Brief — Mexico - This is a monthly update from the Iowa Mexico Office (representative Business Development Partners)
- China Agricultural Newsletter — This is a monthly update from the Iowa China Office (representative Phoenix Consulting LLC)

To receive any or all of these newsletters: **Sign Up Here Today!**

### FOUR LEGAL CONSIDERATIONS FOR A PROFITABLE EXPORT STRATEGY

*Submitted By: Steven J. Dickinson, international attorney with Fredrikson & Byron Law Firm*

You want to export your products. You have done your homework, consulted with IDED's International Trade Office, researched the market and developed a solid export business plan. However, before you start shipping products, consider these four legal points that could save you money and possibly make your exporting more profitable in the long run.

#### 1. Pick the "Right" Strategy.

Every country and region poses unique challenges, including legal and tax issues. What works well in one market may be a bad idea in another. Good legal and tax analysis and documentation up front can make a huge difference to your success. Whether you use an employee, sales representative or distributor, and how you structure and document that relationship, can have significant consequences, such as owing taxes on your profit in the foreign country in the transaction or incurring a large liability to your local "partner" if you terminate the relationship.

#### 2. Put it in Writing.

It may sound obvious, but it's amazing how many companies skip this step, doing business without adequate documentation. Contracts need to reflect the business terms of the deal – don't leave things to chance (or, worse, to a judge half a world away). You should address the terms of the transaction, but also things like product guarantees, warranty limitations, and where disputes will be tried or arbitrated.

Consider local requirements such as licenses, permits, and product certifications. You also need to address issues of U.S. laws and requirements, like the export regulations described below, and international laws such as the treaty that governs contracts for international sales of goods. You will need to review, and likely revise, your standard domestic contract for use in export sales.

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**FOUR LEGAL CONSIDERATIONS FOR A PROFITABLE EXPORT STRATEGY**

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**3. Protect Your Intellectual Property (IP).**

It is important to understand the overall legal environment for intellectual property rights in a new market and to take appropriate steps to protect your rights. Intellectual property rights, including trademarks and patents, are governed by the laws of each country. Your U.S. patent, trademark or copyright has no legal standing in other countries, which means you must obtain patents, trademarks and copyrights in the other countries too. Remember that even countries with adequate IP laws on the books in practice may not enforce those laws.

**4. Avoid Jail.**

You must be aware of the rules and regulations surrounding your export operations, and abide by them. The U.S. Department of Justice and prosecutors in other countries are aggressively enforcing trade embargoes, export licensing requirements, “anti-corruption” laws and other regulations affecting international business. And, prosecutors increasingly are going after not just the person who committed the violation, but also higher-ups in the company (all the way to the CEO) who knew or should have known about the conduct and condoned or did nothing to stop it.

Exporting can be a profitable and rewarding part of your business. Taking a few legal precautions along the way can make it more profitable and rewarding. You could also potentially save a great deal of time and money as well as avoid damage to your reputation.



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*Moving? Or, want to list a new or additional contact? Please contact [international@iowa.gov](mailto:international@iowa.gov) or 515.725.3139 with your updates.*