



FMI - Dallas, Texas

(May 1-3, 2012)

FMI 2012, a food retail show, is the largest food focused trade show in the USA. This biennial trade show is organized by the Food Marketing Institute (FMI) and will be held at the Dallas Convention Center, Dallas, Texas. FMI 2012 attracts supermarket retailers, wholesalers, distributors and importers/exporters from across North America and around the globe. Attendees from 133 countries traveled to FMI 2010 to discover new trends and source products. This year's food industry showcase will feature more than 1,200 exhibitors, including manufacturers of food, nonfood, equipment and technology.

Co-locating with FMI 2012 will be three additional shows.

- The **U.S. Food Showcase** will attract international food buyers to the show. The National Association of State Departments of Agriculture (NASDA) will work with USDA's Foreign Agricultural Service to bring international food buyers to the show.
- The **Fresh Marketplace** and **Fresh Tech Expo** The United Fresh Produce Association (United Fresh) organizes this event for produce companies and its partners.
- The **International Meat, Poultry, and Seafood Convention & Exposition** Hosted by the American Meat Institute (AMI), which represents 1,100 meat processing companies and its suppliers will hold the annual exposition. Equipment, ingredients, packing materials and labeling are popular sectors buyers are seeking.

Each of these four shows will attract their own clientele, but combined, FMI 2012 creates a unique opportunity for Iowa companies producing retail food products or looking for the equipment and services to make their plants productive. International buyers from 130 countries are expected to attend this event. The Iowa Economic Development Authority offers financial assistance through the Domestic Trade Assistance Program (DTAP) for qualified companies to reach international buyers at this domestic trade show.

For more information contact Mark Fischer at mark.fischer@iowa.gov or 515.725.3140.

feed ingredients buyers mission with world pork expo

Des Moines, Iowa (June 6-7, 2012)

Each year the Iowa Economic Development Authority and the Food Export Association of the Midwest, organize and facilitate the visit of a new group of feed ingredient buyers to the U.S. in conjunction with the World Pork Expo. This year, the buyers will be from Brazil, Canada, China, Colombia, El Salvador, Guatemala and Mexico. Iowa feed ingredient companies can participate in one-on-one meetings with these buyers right on the show grounds.

For more information, contact Mark Fischer at mark.fischer@iowa.gov, 515.725.3140 or Lisa Longman at lisa.longman@iowa.gov, 515.725.3139.

trade shows - Taipei, Taiwan

(June 27 – 30, 2012)

Four major trade shows will take place concurrently at the Taipei World Trade Center. FOOD TAIPEI, TAIPEI PACK, FOODTECH & PHARMATECH TAIPEI and TAIWAN HORECA will bring unparalleled convenience to exhibitors and visitors. These shows compose one mega show that will attract visitors from throughout East Asia.

2012 FOOD TAIPEI is one of Asia's most important food shows and celebrated its 21st year in 2011. The show itself has been cited as the most popular platform for industry players to launch products into Taiwan and overseas markets.

Industry Focus:

Fresh Fruits & Vegetables
Preserved Fruits & Vegetables
Poultry, Seafood, Meat & Processed Meat Products
Edible Oils
Dairy Products
Health Food
Frozen Prepared Food
Canned Food
Baked Food
Biscuits
Wine & Liquor
Coffee & Tea, Juice & Soft Drinks Condiments
Confectionery

2012 FOODTECH & PHARMATECH TAIPEI will be held at the TWTC NANGANG Exhibition Hall and TWTC Exhibition Hall 1, bringing attendees more diverse products, great services and even more business opportunities to launch products into the Taiwan and East Asia market.

Industry Focus:

Food Industry Turnkey / Whole Plant Project
Food Processing & Preparation Machinery
Beverage Processing & Preparation Machinery
Bakery Equipment, Food Packing Machinery
Refrigeration Equipment
Food Industry Disposal & Sanitation Equipment
Testing / Measuring Machinery
Vending Machinery
Pharmaceutical (Health Food) Equipment

2012 TAIPEI PACK will bring together packaging industry professionals to serve as a hub for international companies seeking to expand export markets into East Asia.

www.taipeipack.com.tw/

Industry Focus:

Packaging Machinery & Materials
Packaging Plant Systems
Filling/ Sealing/ Weighing Machinery
Printing Machinery
Warehousing Equipment
Food & Pharmaceuticals Packaging Machinery
Shrink Packaging Machines
Bag Making Machinery
Material Control Equipment
Vacuum Packaging Machines
Conveyors
Paper & Cardboard Containers
Tapes/ Plastic Film/ Pallets

2012 TAIWAN HORECA is Taiwan's premier hotel, restaurant and catering show -- also servicing the East Asia marketplace.

Industry Focus:

Food Processing & Preparation Machinery
Beverage Processing & Preparation Machinery
Hotel / Restaurant / Catering Equipment & Accessories
Bakery Equipment
Food Packing Machinery
Refrigeration Equipment
Food Industry Disposal & Sanitation Equipment
Tableware and Kitchenware
Bathroom Products
Cleaning Tools
Electrical Household Appliances

Financial assistance will be available to eligible companies to help defray trade show expenses.

iowaeconomicdevelopment.com/business/intltrade/export_finance.aspx

For more information on this opportunity to showcase your company, contact: Victoria Nwasike at Victoria.Nwasike@iowa.gov or 515.725.3008.

Brazil - Chile trade mission

(July 21 - 28, 2012)

Brazil, the seventh largest economy in the world, is Latin America's biggest economy and is the fifth largest country in the world in terms of land mass and population with about 193 million people. Bolstered by strong domestic demand and a growing middle class, Brazil weathered the economic downturn better than most major economies and grew 7.5 percent last year. During the past decade, the country maintained sound macroeconomic policies to control inflation without sacrificing economic growth. In 2010, the U.S. was Brazil's largest import supplier followed by China, Argentina, Germany and South Korea. Brazil was the seventh largest destination for Iowa's exports in 2010, exceeding \$353 million.

Chile remains one of the most stable and prosperous developing nations and consistently ranks high on international indices relating to economic freedom, transparency and competitiveness. The United States and Chile Free Trade Agreement (FTA), implemented in 2004, continues to be a resounding success. In 2010, bilateral trade between the U.S. and Chile reached \$17.9 billion, an over 150 percent increase over bilateral trade levels before the U.S.-Chile FTA went into effect. U.S. exports to Chile in 2010 reached \$10.9 billion while imports from Chile reached US\$7 billion. The U.S. has now enjoyed a trade surplus with Chile for three consecutive years. Chile was Iowa's 19th largest export destination in 2010 with exports of nearly \$70 million.

This mission is open to ALL industry sectors. 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 peggy.kerr@iowa.gov or 515.725.3143 for discussion. Details will be available at iowaeconomicdevelopment.com/intlevents/ in the future.

FIGAP/VIV América Latina 2012 - Guadalajara, Mexico

(October 17-19, 2012)

The Iowa Economic Development Authority's International Trade Office is coordinating an Iowa pavilion at the FIGAP/VIV América Latina 2012 (www.figap.com/). This biennial exhibition brings together the agro-industrial and livestock sectors and the feed-to-meat supply chain in Mexico. Feed-to-meat brings together supply and demand within the complete animal protein chain, driven by the concept that animal feed and animal health are vital for meat quality and safety. VIV América Latina will represent every step in the meat production process.

Target sectors include:

| | |
|---|--|
| Agricultural equipment | Ingredients and additives |
| Animal breeding | Knowledge transfer and consultancy |
| Animal health | Livestock |
| Aquaculture companies | Machinery for the feed industry |
| Dairy processing | Meat ingredients |
| Egg processing | Meat processing, packaging, handling and refrigeration |
| Equipment for slaughter houses | Meat, dairy, egg products |
| Farm equipment | Nutrition |
| Feed | Pet food manufacturers |
| Feed and forage manufacturers | Poultry production |
| Feed ingredients and additives | Raw materials |
| Genetics | Slaughter equipment |
| Grain and seed buyers/traders | Software |
| Grain/ingredient storage and handling equipment | Transport companies (rail, freight, customs agents) |
| Industrial feed processing equipment & supplies | |

Target visitors include:

Distribution/wholesale/retail/trade meat (products)
Farm / industry equipment suppliers
Feed ingredient and additives companies
Feed mills
Large-scale integrated companies
Meat processors
Meat slaughtering companies
National / local authorities
Other distribution / trade agencies
Poultry/pig/cattle/fish/agricultural farms
Research / consultancy
Veterinarians

In addition to the exhibition, there will be conferences and seminars presented by high-quality experts on the issues. Reserve your booth today!

Visit iowaeconomicdevelopment.com/intlevents or contact Peggy Kerr at peggy.kerr@iowa.gov or 515.725.3143 for more information.



new staff

Ms. Victoria Nwasike has joined the International Trade Office team as a Marketing Manager focusing on the Asia/Pacific region. Victoria is an attorney with a varied background, which includes international business law. Feel free to contact Victoria at Victoria.nwasike@iowa.gov or 515.725.3008 for assistance in the Asia/Pacific region.

don't pass up \$5,000!

The Product Trade Assistance Program (PTAP) is a new program which offers financial assistance to assist Iowa small businesses with the expense of technical services needed to make necessary modifications to their product or processes to meet foreign standards, certifications or regulatory requirements for export. A company may be able to receive up to \$5,000.

More information is available at iowaeconomicdevelopment.com/business/intltrade/export_finance.aspx or contact Lisa Longman at lisa.longman@iowa.gov or 515.725.3139.

2012 HS Code changes

Did you know that there are major changes to the Harmonized System (HS) taking place in 2012? The bulk of the changes are in food-related chapters (1-21). Other chapters with notable changes include:

- Water-pipe tobacco (24)
- Biodiesel (27 and 38)
- Mercury compounds (28)
- Water-jet cutting machines (85)
- Video game machines (95)
- Diapers, etc. (96)

Visit Export.gov to find out more: http://export.gov/logistics/eg_main_042517.asp

sales representatives and distributors in the export market

Article by: Jason M. Ross, Attorney, Davis Brown Law Firm, Des Moines, Iowa

When an exporter embarks on an export expansion campaign, it may do so by appointing either a foreign sales representative or a foreign distributor to generate sales in foreign markets. These methods of generating export sales are wonderful tools, but the exporter should be wary of pitfalls that could have detrimental effects on its long-term marketing plans. It is important that the exporter and its advisors develop a comprehensive export plan to avoid potential problems.

A distributor and a sales representative differ primarily based on how they are compensated. A distributor purchases a product from the seller at a wholesale price and makes a profit on the resale of the product. On the other hand, a sales representative (or commissioned representative) is an independent contractor and an agent of the exporter for the limited purpose of soliciting orders on behalf of the exporter. Assuming the exporter accepts the order that the sales representative forwards to it, the sales representative receives a commission on the sales amount.

A comprehensive export plan should include a standard agreement for each method. The agreement forms should provide the foundation for negotiations with prospective sales agents or distributors in various territories. The exporter should request that its US counsel oversee the negotiation of the terms of these agreements and, where appropriate, obtain any necessary advice from local counsel in the jurisdiction in which the distributor or sales agent will be appointed. Distributors or agents with a significant presence in a territory may insist on beginning the negotiation process with their preferred form of agreement. But the exporter should not adopt agreements proposed by prospective agents or distributors, at least not without substantial review by counsel.

The standard agreements must adequately address a number of items, and failure to do so can lead to long-term problems. Among other things, the standard agreements must clearly describe the relationship (agent versus distributor); the intellectual property rights of the exporter; performance expectations for the party who is appointed; the scope of appointment (exclusive versus non-exclusive territory); the exporter's right to sell products directly to customers in the territory (if applicable); the term of the agreement (definite term versus indefinite term); each party's termination rights; and each party's obligations when the agreement terminates. If the agreement fails to clearly discuss these items, then the seller's export strategy is at risk. Depending on the jurisdiction, some of these alternatives may not be appropriate. Moreover, the unwary exporter could limit its ability to further exploit a territory if the scope of appointment is unclear or if its intellectual property rights are not protected properly. The unwary exporter could also find itself obligated to pay a substantial sum of money to a distributor upon termination of the agreement, a problem that might have been avoidable. This sum could even include amounts intended to allow the distributor to recoup its lost investment or collect some lost profits. Therefore, the seller's export plan should include a proper set of agreements and a good understanding of potential risks in each territory.

**IOWA ECONOMIC DEVELOPMENT AUTHORITY**

200 East Grand Avenue
Des Moines, Iowa 50309 USA

International: +1.515.725.3100

Domestic: 1.800.245.4692

iowaeconomicdevelopment.com

IOWASM
economic development

 facebook.com/iowaeconomicdevelopment

 twitter.com/businessiowa