

PRIVATE LABEL MANUFACTURERS ASSOCIATION TRADE SHOW (PLMA) - ROSEMONT, IL (NOVEMBER 13-15, 2005)

Due to the overwhelming success of exhibiting Iowa companies last year, IDED will again host an Iowa pavilion at the PLMA Show. IDED's pavilion offers 10 booths for Iowa companies to exhibit from on the PLMA show floor in the same location we were for the 2004 show.

Booth fees for PLMA members are \$2000 for a 100 square foot booth or \$3000 for 200 square foot booth, which must be paid directly to IDED before April 22, 2005.

Your booth fee includes: carpeting, pipe and drape, one six foot skirted table, two chairs, one wastebasket and one company name sign board.

Extras that can be purchased and paid directly to the official show contractor include: electricity, extra tables and chairs, plus any material handling or drayage. All booth space and rental fees will be 50% reimbursable through MIATCO's Branded Program.

IDEDED Pavilion floor space will be guaranteed only after payment is received by IDEDED on or before April 22, 2005. For more information please contact Jennifer Porter at jennifer.porter@iowalifechanging.com or 515.242.4871.

Don't miss out! The opportunities for private label manufacturers have never been better. This show attracts wholesalers, discounters and retailers from all over the world looking for products to develop into premium store brands. It is a great place to connect with decision making buyers and other manufacturers that may have the need for a product like yours. It has also been known to companies as a great place to learn about the industry which is growing and expanding into new market sectors every year.

MARCH/APRIL 2005

FOOD MARKETING INSTITUTE SHOW (FMI) - CHICAGO, IL (MAY 1 - 3, 2005)

The Iowa Department of Economic Development (IDED) will host an Iowa pavilion at FMI in the U.S. Food Export Showcase. IDEDED has secured a prime location for the pavilion, four rows from the front entrance across from the Miller Beer pavilion. IDEDED's pavilion offers 19 booths on the FMI show floor (Pavilion Booth Number 8500). The cost of a 100 square foot booth within the Iowa pavilion will be \$2,950, which must be paid directly to IDEDED before March 15, 2005. Your booth fee includes: your floor space, carpeting, back wall, side walls, four exhibitor badges, and one company name sign board.

Extras that can be purchased and paid directly to Focus One, the official show contractor, include: electricity, tables, chairs, coolers, cold storage, and any material handling or drayage. All booth space and rental fees will be 50% reimbursable through MIATCO's Branded Program.

IDEDED Pavilion floor space will be guaranteed only after payment is received by IDEDED on or before March 15, 2005. For more information please contact Jennifer Porter at jennifer.porter@iowalifechanging.com or 515.242.4871.

Please join us! FMI will show you what retailers and wholesalers are doing all around the world in product development and promotion. There will also be three other shows running concurrently, the All Things Organic Show; the Spring NASFT Fancy Food Show (which also has an Iowa pavilion area, space is currently being reserved); and the UFFVA Produce Expo and Conference. FMI offers the greatest opportunity to meet and network with other manufacturers, co-packers, wholesalers and ultimately retailers in the industry that are looking for products like yours.

EDUCATIONAL OPPORTUNITIES

What: John Harris, Sr. Commercial Officer from Brazil

When: *Week of April 25*

Contact Allen Patch at 515.288.8614 or email allen.patch@mail.doc.gov for more information.

IN CONJUNCTION WITH MAY BEING WORLD TRADE MONTH, THE FOLLOWING SEMINARS ARE BEING ORGANIZED:

What: NAFTA, Chile, Singapore & Australia FTAs: Certification and Rules of Origin

When: *May 5, 2005*

Where: Foxboro Conference Center, Johnston

Speed up the export process and safeguard your legal liability. Discover your responsibilities as an importer under the Chilean, Singaporean and Australian FTAs. Learn how to accurately navigate the forms and procedures of FTAs with the help of Louisa Elder, State of Illinois International Trade Centers at NORBIC of Chicago.

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EDUCATIONAL OPPORTUNITIES

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The NAFTA Certification of Origin qualifies originating goods for reduced entry duties between the U.S., Mexico and Canada. While the Chilean, Singaporean, and Australian – U.S. Free Trade Agreements are similar to the NAFTA, there are some significant differences as well. These next generation FTAs are the basic template on which a host of upcoming FTAs are being negotiated. In the competitive global market, it is essential that U.S. manufacturers understand and use the NAFTA, Chilean, Singaporean and Australian trade process to gain a competitive edge.

Presented in a simple, thorough, straightforward manner:

- Harmonized Tariff number classification
- Tariff rate differentials
- NAFTA, Chile and Singapore Rules of Origin
- Regional Value Content calculations; Tariff shifts
- Preference Criterion
- Completion of the NAFTA Certificate of Origin

For more information and registration information, please visit www.iowaexports.com (educational events), email: international@iowalifechanging.com or call 515.242.4743.

What: Mechanics of Exporting Seminar

When: *May 10, 2005*

Where: University of Northern Iowa

Visit www.iowaexports.com (educational events) for upcoming information.

OTHER INFORMATION

EXPORT TRADE ASSISTANCE PROGRAM (ETAP)

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through ETAP, the Iowa Department of Economic Development will reimburse a qualified company, up to 75% of their eligible expenses, up to \$2,500 per pre-approved event. ETAP assistance can be utilized up to three times during the state fiscal year (July 1-June 30). For more information, contact Lisa Mason at etap@iowalifechanging.com or 515.242.4883.

INTERNET TRADE LEAD SERVICES FOR CHINA

Iowa companies now have a set of Internet based promotion tools available to enhance the way they sell to China. This new subscription based service, offered by China Leads, LLC, adds Chinese language company and product information to existing websites and uses a Chinese language contact form to accurately capture Chinese site visitor information and product interest. All trade leads are analyzed according to criteria defined by the subscriber and both the original Chinese version and its English language translation are provided to the subscribing company and/or its Chinese agent for follow-up. Additional Chinese language telephone-based lead follow-up is also available through China Leads, LLC. For more information please visit the website at www.chinaleads.net or contact Jeff Willis at sales@chinaleads.net.

ONLINE EXPORT TRAINING FOR U.S. FOOD COMPANIES

Export Essentials Online, developed by the Mid-America International Agri-Trade Council (MIATCO) and Food Export USA-Northeast, is now available for U.S. food companies to understand the complex steps of exporting and how to integrate all the elements of the export transaction. The online education center consists of 10 modules that can guide companies to determine their export readiness, research and target their top markets, and create an export marketing strategy. Visit www.exportessentials.org or contact MIATCO at 312.334.9200 for more information.

THE EXPORT YELLOW PAGES

The Export Yellow Pages is an invaluable aid to U.S. exporters seeking to gain an audience with international buyers and distributors, and to export service providers who can facilitate those transactions. Distributed through U.S. embassies and consulates overseas, and through U.S. Department of Commerce Export Assistance Centers nationwide, the global accessibility of The Export Yellow Pages makes this directory a cornerstone of any U.S. company's export plans. And, the searchable, dynamic web version of that directory means that your contact information is available anywhere in the world, 24/7.

OTHER INFORMATION (CONT.)

Federation of International Trade Associations is offering companies a free business profile in the Export Yellow Pages for 2005. By taking advantage of this free registration your business will be marketed to key decision makers in the international trade community who make purchasing decisions every day and are looking for quality U.S. goods and services.

Visit www.myexports.com for more information and to register.

SABIT GRANT PROGRAM

The U.S. Department of Commerce's Special American Business Internship Training Program (SABIT) today announced \$500,000 in grant funding available to U.S. companies and organizations in 2005. SABIT grants promote U.S. exports, investment in the Eurasian markets, and facilitate technical assistance for managers and scientists from this region.

SABIT is a joint initiative of the U.S. Department of Commerce and the private sector to promote market access for U.S. companies through commercial partnerships. The SABIT grant program provides U.S. companies with the opportunity to establish and expand relationships with potential partners and customers in Eurasia through extended training and interaction. These personal relationships not only form a basis for business development, they also serve to reduce market access barriers and the risks of doing business in Eurasia.

To speak to a SABIT representative about the 2005 Grant Program, or to request a hardcopy of the application, please contact:

Patrick Brennan
SABIT Marketing Coordinator
International Trade Administration
U.S. Department of Commerce
Telephone: 202.482.2077
Fax: 202.482.2443
patrick_brennan@ita.doc.gov
Visit <http://www.mac.doc.gov/sabit>

EXPORTS SUPPORT JOBS FOR IOWA'S WORKERS

Export-supported jobs accounted for an estimated eight percent (8.0%) of Iowa's total private-sector employment, or more than one out of every 13 jobs. More than one-sixth (17.4 %) of all manufacturing workers in Iowa depend on exports for their jobs.

Source: Database, International Trade Administration and Bureau of the Census (2001 data most recent available)

EXPORTS SUSTAIN THOUSANDS OF IOWA BUSINESSES

A total of 2,288 companies exported goods from Iowa locations in 2002. Of those, 1,777 (78%) were small and medium-sized enterprises, with fewer than 500 employees.

Small and medium-sized firms generated more than one-fourth (26 %) of Iowa's total exports of merchandise in 2001.

Source: Exporter Database, International Trade Administration and Bureau of the Census.

2004 IOWA EXPORTS TOP RECORD

Exports of Iowa manufactured and processed goods grew to a record high \$6.4 billion in 2004, a 22 percent increase over last year. Overall, U.S. exports were up 13 percent.

"Iowa companies are continuing to pursue exports by building the long-term relationships necessary to succeed in the global marketplace," said Mike Blouin, Director of the Iowa Department of Economic Development. "Thriving Iowa exports ultimately results in company expansion, new jobs and wealth for the local economy".

Iowa's top ten trading partners all saw increases – Canada, Mexico, Japan, United Kingdom, Australia, Germany, France, Brazil, China, The Netherlands. There were 182 countries importing Iowa products.

Industrial machinery remains the biggest export category accounting for \$1.4 billion worth of exports during the year, up 22 percent from the same period a year ago. Vehicles, No Railway; Meat; Electrical Machinery; and Food Waste, Animal Feed complete the top five export categories.

The IDED has international staff that is dedicated to working with Iowa companies in the export arena, offering assistance and planned events such as trade missions, trade shows, and educational seminars for Iowa companies. Information is also available on the international web site at www.iowaexports.com.

For more information on assistance through the IDED, please call 515.242.4743 or email: international@iowalifechanging.com.

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