

## **MEXICO TRADE MISSION TO VERACRUZ AND GUADALAJARA (October 15-21, 2006)**

Mexico is the second largest single country market for Iowa exports, capturing 14 percent of the exports in 2005. Mexico is a natural market because of the tremendous receptivity it extends to U.S. suppliers. However it can be difficult to capitalize upon its full potential due to issues such as its size and diversity, legal and banking systems, regulations and standards, and language and culture.

Guadalajara is Mexico's second largest city and third largest manufacturing base. The state of Veracruz, along the Gulf Coast, is the third largest Mexican state in population and the fifth largest in manufacturing production. It is also a large agricultural producer and oil extractor.

One-on-one pre-qualified appointments will be arranged in one or both locations 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. All manufacturing industry sectors are invited to participate in this mission, although opportunities in Veracruz are limited to certain sectors. The deadline to submit the trade mission application is August 15, 2006.

For additional information, contact:  
Dick Vegors (Grain/Grain Co-Products)  
dick.vegors@iowa-lifechanging.com  
515.242.4796  
Peggy Kerr (manufactured goods)  
peggy.kerr@iowalifechanging.com  
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## **RUSSIA PORK TRADE MISSION (August 13-23, 2006)**

Russia and eastern Europe are creating new export opportunities for Iowa pork. Russia is currently the fourth largest Iowa pork export market. This mission will travel to Moscow, Volgograd and St. Petersburg. Three Russian pork buying teams have traveled to Iowa in the last 10 months. The Iowa Department of Economic Development (IDED) will work with the U.S. Meat Export federation (USMEF) and Foreign Agricultural Service (FAS) to arrange a group schedule to learn more about this growing market. For more information, contact Mark Fischer at mark.fischer@iowalifechanging.com, 515.242.4760.

## **FARM PROGRESS SHOW (August 29-31, 2006)**

The 53<sup>rd</sup> annual Farm Progress Show returns to the Amanas and will emphasize the show's continued dedication to progress by showcasing agriculture's innovations, information and technology. The Farm Progress Show is the nation's leading outdoor farm show and showcases the most extensive state-of-the-art information and technology vital to today's agricultural producers with the latest agricultural equipment, products and services. IDED, along with the Iowa Agribusiness Export Partnership, will sponsor an International Visitor Center located in the *Wallace's Farmer* Hospitality Building. The Center will offer international visitors a comfortable location to relax, enjoy a snack, hold meetings and network, access the Internet and make phone calls. Spanish, Portuguese and possibly other language assistance will be available. Information regarding the State of Iowa's agriculture, manufacturing, tourism industries and business expansion services will be provided. For more information, contact Peggy Kerr at peggy.kerr@iowalifechanging.com, 515.242.4745.

## **FIGAP 2006 (October 19-21, 2006)**

### **Join the State of Iowa Pavillion at FIGAP 2006.**

Plans are underway for a State of Iowa pavilion at FIGAP 2006, the only show of its type in Mexico focused on the latest technological improvements in machinery, equipment and processes related to the animal feed industry and agri business. Industry categories represented at this exhibition include bioscience, genetics, design and engineering of grain facilities, manufacture of balanced feeds, macro and micro ingredients, pharmaceutical products, animal health, analytical services and equipment, services and products for transportation, slaughterhouse, packing, ag processing and material management industries.

**Commitments must be made soon to hold space. For more information or to reserve space, contact:**

- **Dick Vegors** (Grain/Grain Co-Products) dick.vegors@iowalifechanging.com, 515.242.4796
- **Peggy Kerr** (manufactured goods) peggy.kerr@iowalifechanging.com 515.242.4745

Commitment deadline: August 25, 2006.



### **MEAT TRADE MISSION TO JAPAN AND SHANGHAI (November 2006)**

This Iowa trade mission will stop in Iowa's largest meat export market and a developing market for Iowa pork. Japan is the largest export market for Iowa pork, beef (pre-BSE), and is creating a growing niche opportunity for all Iowa meats. Shanghai is a developed city in coastal China and presents a glimpse of future opportunities in China. This Iowa meat mission will involve several Iowa meat sectors - pork, beef, turkey and chicken. Individual appointments will be arranged for Iowa processors to meet importers, processors and retailers in Japan, with group meetings in China. IDED is planning to host an Iowa reception in Japan. Contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com), 515.242.4760.

### **TRADE MISSION TO HO CHI MINH CITY AND HANOI (Winter 2006/07)**

Strong economic growth, ongoing reform and a large population (82 million, over half under 30 years of age) have combined to create a dynamic commercial environment in Vietnam. Join us as IDED returns to explore the market opportunities in Vietnam. Meetings will be organized to assist your company meet your trip objectives. For more information, contact Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com), 515.242.4741 or Dick Vegors at [dick.vegors@iowalifechanging.com](mailto:dick.vegors@iowalifechanging.com), 515.242.4796.

### **IOWA TRADE MISSION TO MEXICO (February 2007)**

This mission is open to meat and manufacturing companies and will travel to Monterrey and Mexico City. 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. Mexico City and surrounding states are the political and financial center of Mexico, and constitute over 45 percent of Mexico's total industrial base. Monterrey is the third largest city and ranks second overall in industrial output. Located on the principal industrial corridor connecting the U.S. with Mexico's interior, it is home to the largest conglomerates and heavy industry, and is the center of the meat processing industry in Mexico. An Iowa reception will be held. For more information meat companies contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com), 515.242.4760, manufacturing companies contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), 515.242.4745.

### **FOOD SOYBEAN MISSION TO JAPAN (February 17-24, 2007)**

The tenth annual Food Soybean Mission to Japan is designed to be multi-purposed. One-on-one meetings of Iowa food soybean exporters, soy ingredient manufacturers, dry bean exporters with Japanese importers, distributors and end-users will be one component of the mission. Additional meetings will be arranged with U.S. Embassy personnel, ASA in Japan and the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) to learn about the latest Japanese rules and regulations in the food industry. A luncheon will be held with the leaders of the oil crushing industry to learn about their desired needs. The Iowa delegation will also host a food soybean educational seminar for those using soybeans in the Japanese food industry. Iowa food soybean exporters, Iowa soy ingredient manufacturers, Iowa dry bean exporters and those thinking about exporting to Japan in these three areas are invited to participate. Companies interested should contact Dick Vegors at [dick.vegors@iowalifechanging.com](mailto:dick.vegors@iowalifechanging.com), 515.242.4796.

### **VIV ASIA (March 7-9, 2007)**

**Join the State of Iowa Pavilion at VIV Asia, to be held in Bangkok.**

VIV Asia's theme for 2007 is "Feed to Meat". Visitors from throughout southeast Asia will be looking for the latest and most innovative equipment and technology products for this broad agricultural sector. The Feed-to-Meat concept includes pig, poultry, calf and cattle, fish and shrimp.

To cover all parts of the Feed-to-Meat chain, VIV Asia 2007 will especially focus on meat (further) processing, industrial feed, grain and raw material processing equipment. To be included in the Iowa Pavilion, contact Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com) or 515.242.4741.

Would your company qualify for MIATCO funding? Contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4883.

## **KOREA MEAT TRADE MISSION (April 2007)**

Korea is the second largest export market for Iowa pork. With the refinement of the cold chain in Korea and the introduction of chilled US pork, Iowa's exports to Korea have doubled in the last year. This Iowa meat mission will involve several Iowa meat sectors - pork, beef, turkey and chicken. Individual appointments will be arranged for Iowa processors to meet importers, processors and retailers. IDED is planning to host an Iowa reception in Korea. The trade mission will be combined with the Seoul Food & Hotel Trade Show, which will allow Iowa companies the flexibility to participate in both events. For more information or to participate, contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com), 515.242.4760.

## **SEOUL FOOD & HOTEL SHOW (April 24-27, 2007)**

Korea is a fast growing market for imported foods. In 2007, the Seoul Food & Hotel Show will be a larger exhibition due to the merging of Food & Hotel Korea (FHK) and Seoul Food Shows. The combined show will have two distinct sections. The first will be for domestic exhibitors and open to both business and consumers. The second will be a merger of FHK and the international side of Seoul Food, which will have its own hall and will be open to a "trade only" audience. This section is best suited for new-to-country companies looking for a distributor. Iowa food and meat companies can join IDED at this important regional show. For more information contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com), 515.242.4760.

## **ARGENTINA AND BRAZIL TRADE MISSION (Spring 2007)**

Argentina's recovery after the profound economic crisis of 2001/2002 has been far more impressive and robust than anticipated by leading international and domestic analysts. The economy is expanding, inflation is down, unemployment rates have dropped, industrial output is growing and the banking sector has rebounded. Brazil has the 12th largest economy in the world and represents about half of the South American territory and economy. The country is rich in agricultural, mineral, and industrial resources and offers substantial market opportunities for US exporters in a diverse array of sectors that support Brazil's drive to industrialize further, court energy and transportation investment, and cultivate export-led growth. To explore these markets, contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), 515.242.4745.

## **IFIA JAPAN 2007 (May 2007)**

The State of Iowa will participate in the International Food Ingredients & Additives (IFIA) trade show in Tokyo Japan, May 2007. This is Asia's largest food ingredient and additives food show with more than 30,000 buyers from throughout Asia. Japan is one of the three largest markets in the world for food ingredients and additives. IFIA JAPAN is the best place to introduce new products, meet new buyers, establish new business territories and make new sales! For more information contact Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com), 515.242.4741.

## **EXPLORE EASTERN EUROPE (June 2007)**

A return to Eastern Europe is being planned. The Innovations-Technologies-Machines (ITM) exhibition in Poznan is under consideration. This exhibition covers several sub-sectors: Power & Gas Industries, Machine Tools, Metallurgical and Engineering, Surface Treatment Technologies, Logistics/Transport/Forwarding. To provide input and discuss your interest areas, contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com), 515.242.4745.

## **EDUCATION**

### **EXPORT/IMPORT COMPLIANCE SEMINARS (November 8-9)**

A central Iowa location is currently being finalized for fall seminars focusing one full day on export compliance and a second day on import compliance. U.S. exporters and importers are liable for compliance with all applicable laws and regulations. Many companies attempt to rely on third parties, such as their freight forwarders and customs brokers, to meet compliance requirements. However third parties are typically not familiar enough with your products, customers and partners to recognize potential "red flags." Liability for compliance cannot be outsourced. Government enforcement and penalties continue to increase. Optional programs such as Export Management Systems and Customs-Trade Partnership Against Terrorism are highly encouraged. Proper record keeping is essential.

### **UCP 600 SEMINAR – CEDAR RAPIDS (March/April 2007)**

*The Uniform Customs and Practice for Documentary Credits (UCP)*, which is produced by the *International Chamber of Commerce (ICC)*, is an international set of rules governing the rights and obligations of traders and banks under Letters of Credit. It is anticipated that the ICC will release an update, *UCP 600*, by year end which will become effective July 1, 2007. Everyone involved in Letters of Credit, including banks, exporters, importers, forwarders, etc., will be affected by these changes.

For additional information, contact: Peggy Kerr, 515.242.4745  
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### INFORMATION TECHNOLOGY (IT) COOPERATIVE MARKETING PROGRAM

To create a stronger voice and noticeable presence in the global market for Iowa's IT companies IDED has committed funds for a co-operative marketing program. Some expenses for trade show participation are qualified under this program. To find out more visit [www.iowalifechanging.com/business/](http://www.iowalifechanging.com/business/) or call Ragina Ostendorf at 515.242.4746.

## OTHER INFORMATION

### EXPORT TRADE ASSISTANCE PROGRAM (ETAP) – New Maximum Reimbursements for FY07!

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 percent of their eligible expenses, up to \$3,000 for trade missions and up to \$4,000 per trade show, 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](mailto:etap@iowalifechanging.com), 515.242.4883.

### INDIVIDUALIZED ASSISTANCE

One-on-one export counseling is readily available from our staff who combined have over 100 years international experience (including private-sector), providing Iowa businesses with invaluable resources to identify such issues as product suitability, best markets, appropriate trade shows, qualified contacts, distribution channels, trade barriers, export requirements, logistics, documentation and so on. Our foreign offices and representatives support Iowa companies in identification of prospective business partners. They can perform essential introductions and arrange business appointments with potential customers, agents and distributors. And they conduct product specific research, pre- and post-show trade show promotion and provide follow-up assistance. For more information, contact the International Office at [international@iowalifechanging.com](mailto:international@iowalifechanging.com), 515.242.4743.

### BRANDED PROGRAM

The Mid-American International Agri-Trade Council (MIATCO) is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. MIATCO, in conjunction with its member states, provides a wide range of services to facilitate trade between local food companies and importers around the world. These services include: export promotion, customized export assistance and a cost-share funding program.

MIATCO's Branding Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in international markets. Participating companies receive 50 percent cost reimbursement for a wide variety of eligible international marketing and promotional activities. For more information, contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com), 515.242.4883.