

## 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 515.242.4741 or [Kathy.hill@iowalifechanging.com](mailto:Kathy.hill@iowalifechanging.com).

## 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 515.242.4760 or [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com).

## JAPAN MEAT TRADE MISSION (NOVEMBER 11-18, 2006)

This Iowa trade mission will target Iowa's most important meat export market. Japan is the largest export market for Iowa pork, Iowa beef (pre-BSE) – and is creating a growing niche opportunity for all Iowa meats.

With Japan re-opening their market to U.S. beef, Japanese buyers are looking for suppliers of approved beef products. This Iowa meat mission is open to several Iowa meat sectors - pork, beef, turkey and chicken. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers in Japan. Iowa Department of Economic Development (IDED) is planning to host an Iowa reception for the meat trade. Contact Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.242.4760.

**In 2005, Iowa companies exported \$341 million in meat products to Japan, making Iowa the leading U.S. state in supplying meat to Japan.**

## TRADE MISSION TO HO CHI MINH CITY AND HANOI (DECEMBER 8-18, 2006)

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) or 515.242.4741 or Dick Vegors at [dick.vegors@iowalifechanging.com](mailto:dick.vegors@iowalifechanging.com) or 515.242.4796.

## IOWA TRADE MISSION TO MEXICO (FEBRUARY 18-24, 2007)

This mission is targeted to all manufacturing, food and meat processing companies.

One-on-one pre-qualified appointments will be arranged in Mexico City and Monterrey for each participating company, 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.

Companies who are unfamiliar with the Mexican market, need updated market information or just want to see what type of contacts are available prior to making a participation decision are encouraged to apply for an Industry-Market Analysis (IMA) and Sales Associate Search (SAS) package.

*Continued on page 2*

**The Expo Carnes exhibition will be taking place in Monterrey February 22-24, providing additional opportunities for any company producing products relevant to the meat and poultry industries. An Iowa reception will be held in Monterrey.**



## IOWA TRADE MISSION TO MEXICO (FEBRUARY 18-24, 2007)

### *Continued on page 2*

An IMA is a customized market-industry overview covering market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions, and requirements to conduct business in the market.

The SAS identifies and pre-screens potential customers, agents, distributors or other sales associates based upon the industry-

market parameters and criteria you provide. The research and screening process includes gathering current information from industry sources followed by interviewing potential candidates for a match with the criteria provided and compatibility with your market objectives.

For more information, the contact for meat and food processing companies is Mark Fischer at [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com) or 515.242.4760. Manufacturers' contact is Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.

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### EXPORT FINANCE OPTIONS

A variety of government and private programs are available to help companies finance export transactions and give it the capital to carry out its export operations. Following are a few programs and resources:

**THE U.S. GOVERNMENT'S INTERNATIONAL FINANCE HOME PAGE** ([www.export.gov/finance/exp\\_international\\_fin\\_home.asp](http://www.export.gov/finance/exp_international_fin_home.asp)) discusses various government resources. The US Department of Commerce Office of Finance Export Finance Matchmaker (EFM) ([www.ita.doc.gov/td/efm/](http://www.ita.doc.gov/td/efm/)) is designed to match, via the Internet, US exporters with sources of export financing or risk mitigation. EFM supports a variety of export financing products.

#### **THE SMALL BUSINESS ADMINISTRATION (SBA)** ([www.sba.gov](http://www.sba.gov))

The SBA finances the short-term and cyclical working-capital needs of small businesses and administers business loan programs to help qualified small businesses obtain financing. SBA's Export Working Capital Program ([www.sba.gov/financing/loanprog/ewcp.html](http://www.sba.gov/financing/loanprog/ewcp.html)) provides short-term, transaction-specific financing up to \$1.5 Million to small business exporters. Exporters may use this program for pre-export financing of labor and materials and post-shipment financing of the accounts receivable generated from these overseas sales. SBA's International Finance Specialist for Iowa is John Blum at (314) 425-3304 or [john.blum@sba.gov](mailto:john.blum@sba.gov).

#### **THE EXPORT-IMPORT BANK OF THE UNITED STATES** ([www.exim.gov](http://www.exim.gov))

Ex-Im Bank provides a variety of export

finance assistance including export credit insurance, pre-export financing through working capital guaranteed loans to exporters, and medium-and long-term loans and guarantees to overseas buyers. Ex-Im Bank's Business Development Officer for Iowa is Barry Bint at (312) 353-8071 or [barry.bint@exim.gov](mailto:barry.bint@exim.gov).

**EXPORT CREDIT INSURANCE** is a tool that allows a company to extend unsecured payment terms to qualified international buyers and shift the commercial and if applicable, the political risks of non-payment to a third party insurance company. Export credit insurance is provided by *Ex-Im Bank* and *private sector insurance companies*. Some options require the use of a broker, while Ex-Im Bank encourages the use of a broker but can not require it.

**BROKERS** play a vital role in the process as an independent advocate helping to identify coverage and policy options. They provide application forms, training, and assistance with policy administration including claim filing. They work with the company's bank to make sure the maximum benefits of having the policy in place are received, including the ability to borrow against foreign receivables. A broker's services are provided at no cost to the insured. If a broker is successful in securing the required coverage and the company is issued a policy, the broker receives a commission on the premium directly from the insurer.

#### **SPECIALIZED FINANCIAL SERVICES**

Various private companies offer specialized financial services for exporters. One company very active in the Iowa market is *Trade Acceptance Group (TAG)*. TAG offers International Trade Consulting and Training, Pre-Export Working Capital Finance Programs, export credit insurance, short and medium term financing. TAG can help compare the available government programs against private sector options. Contact Curt Hanson of Trade Acceptance Group at 952.830.0064 or [curt@tradeacceptance.com](mailto:curt@tradeacceptance.com), [www.tradeacceptance.com](http://www.tradeacceptance.com).

*UPS Capital* is a leading lender in the government-guaranteed loan programs of the SBA, U.S. Department of Agriculture (USDA), and Ex-Im Bank. Companies can gain valuable sales leverage in the world's emerging markets by offering financing to prospective customers in emerging markets at rates and terms typically unavailable in their local markets. A featured program is their Equipment Buyer Credit with loan amounts starting at US \$300,000 to finance up to 85% of the purchase of U.S. capital equipment with repayment terms from 3 to 10 years. These loans are supported and governed by the Ex-Im Bank and proceeds are disbursed directly to the exporter. Contact Steve Gelfarb, Sr Business Development Manager, Global Supply Chain Finance, UPS Capital, 760-525-1703, [sgelfarb@ups.com](mailto:sgelfarb@ups.com), [www.upscapital.com](http://www.upscapital.com).

## EDUCATIONAL OPPORTUNITIES

### EXPORT & CUSTOMS COMPLIANCE SEMINARS (NOVEMBER 8 & 9, 2006 - SHERATON, WEST DES MOINES)

Export - With the changes in the world since September 11, 2001, it is extremely important for businesses to comply with the rules and regulations of international trade. In the current political environment, the U.S. trade laws and regulations are being amended to enhance the accuracy of export reporting and compliance.

U.S. exporters, freight forwarders, carriers, and other relevant parties are required to comply with ALL relevant export laws and regulations, many of which have a strict liability standard. This seminar will provide an overview of the key U.S. export regulations and offer some practical insights for internal controls.

Customs - In today's global environment, manufacturing companies are facing additional responsibilities with increased liabilities. U.S. importers not only must comply with all U.S. import regulations regarding classification, valuation, country of origin marking and so forth, but increasingly must also address international supply chain security issues. This seminar will provide an overview of the U.S. import requirements, practical insights for internal controls, and a brief review of the key post-9/11 security initiatives.

Full details, including registration information, are available on-line at [www.iowalifechanging.com/compliance](http://www.iowalifechanging.com/compliance)

For more information contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745.

### MARK YOUR CALENDARS NOW FOR FRANK REYNOLDS' RETURN TO IOWA!

Letters of Credit.....UCP 600 for Americans – Clarion Hotel, Cedar Rapids  
(April 10, 2007)

The Uniform Customs and Practice for Documentary Credits (UCP), 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. UCP 600 is the sixth revision since 1933 and will become effective July 1, 2007. This revision is the result of a 3-1/2 year process involving a consulting group of 41 international business experts combining current trade practice with the time-honored reliability found throughout the Letter of Credit process.

Like their five previous revisions, these up-to-date, well crafted rules functions only as well as they are followed. This means understanding and compliance on the part of banks, the sellers and buyers who use L/Cs, and their service providers who provide and use the documents that make credits work.

Frank Reynolds will explain UCP 600 in clear American business English rather than merely comparing one collection of banker jargon to another. Understanding the rules at the operations level is not enough. They must be understood and anticipated in the sales-purchase contracts for which L/Cs are opened. This is accomplished by referring to an actual transaction with examples of the resulting documentation, referencing the applicable UCP 600 points throughout the seminar.

Watch for further details or contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745 with immediate questions.

Visit [www.iowalifechanging.com/business/export\\_assistance.html](http://www.iowalifechanging.com/business/export_assistance.html) and click on Educational Events for a more complete listing of educational events in and surrounding Iowa.

### 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 U.S. 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 suppliers 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 contact Mark Fischer at 515.242.4760 or [mark.fischer@iowalifechanging.com](mailto:mark.fischer@iowalifechanging.com).

### IFIA JAPAN 2007 (MAY 2007)

The State of Iowa will participate in the International Food Ingredients & Additives (IFIA) trade show in Tokyo, Japan. 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 515.242.4741 or [Kathy.hill@iowalifechanging.com](mailto:Kathy.hill@iowalifechanging.com).

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## OTHER INFORMATION

### **FOOD EXPORT ASSOCIATION OF THE MIDWEST USA (FORMERLY MIATCO)**

For more than 30 years, Midwestern processed food and agricultural companies have utilized Mid-American International Agri-Trade Council's (MIATCO) export assistance to reach foreign markets. Effective immediately, MIATCO is changing its name to Food Export Association of the Midwest USA. The name change was incorporated to make it easier to link the organization to food exporting and more accurately describe the services they provide.

If you have any questions about Food Export Association of the Midwest USA and the services available to Iowa food companies, please contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4883.

### **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 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 [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com) or 515.242.4883.