

## TRADE MISSION TO THE CZECH REPUBLIC, SLOVAKIA AND HUNGARY (JUNE 15 - 21, 2008)

Emerging economies in Central and Eastern Europe are experiencing robust growth. In 2006, the Czech Republic and Slovakia had impressive growth rates of 6.4 percent and 8.3 percent respectively, led by the manufacturing and service sectors. Though Hungary's GDP growth is slower at 3.5 percent, trade between the U.S. and Hungary grew by 241 percent in the last decade. The total potential market size of these three countries is roughly 25.6 million people. The mission focuses on markets in Prague, Bratislava and Budapest. 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 pursue other goals. For more information, visit the trade mission web page at [www.iowalifechanging.com/intlevents/europe.html](http://www.iowalifechanging.com/intlevents/europe.html) or contact Micah Kiel at [micah.kiel@iowalifechanging.com](mailto:micah.kiel@iowalifechanging.com) or 515.242.4801.

## TRADE MISSION TO CHINA (MAY 16 - 25, 2008)

Join Governor Chet Culver and the Iowa Department of Economic Development (IDED) as we return to China to promote Iowa's products and services. Governor Culver will lead his first trade mission to cities in China including Beijing and Shanghai.

The IDED's International Office along with our partner in China, Phoenix Consulting LLC, will organize one-on-one pre-qualified business meetings to help your company achieve its mission goals.

Business meetings in various locations in China will be arranged to provide the greatest benefit to your company based on market research. The participation fee on this Governor led mission, including organization of meetings for your business, is \$2500 per company (other fees/expenses may apply).

Export Trade Assistance Program grant funding up to \$3000 may be available to eligible Iowa companies. Iowa's 2007 exports to China have increased to more than 15 percent over the same period in 2006. Also, in the past 10 years China has risen from Iowa's 18<sup>th</sup> largest export market to the fifth largest. Is your company positioned to take advantage of the China market? Contact Kathy Hill at [kathy.hill@iowalifechanging.com](mailto:kathy.hill@iowalifechanging.com), 515.242.4741 or visit [www.iowalifechanging.com/intlevents/china.html](http://www.iowalifechanging.com/intlevents/china.html) for mission details.



## GLOBAL IOWA CONFERENCE (MAY 13, 2008)

Mark your calendars for the Global Iowa Conference which will be held at the Sheraton Hotel, 50<sup>th</sup> and University in West Des Moines, Tuesday, May 13, 2008! Additional details and registration information are forthcoming. Please contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com), 515.242.4883 or visit [www.iowalifechanging.com/register](http://www.iowalifechanging.com/register) for more information and online registration as it becomes available.

## IOWA EXPORT AWARDS

This year, several Iowa companies will receive the Iowa Export Award, which will be presented at the Global Iowa Conference Luncheon on May 13, 2008 at the Sheraton Hotel in West Des Moines. All Iowa companies are eligible for nomination, even if they have received a Governor's Export Award in previous years. If you would like to nominate a company for their outstanding innovation, development, growth or achievements in the export arena, please contact Lisa Mason at [lisa.mason@iowalifechanging.com](mailto:lisa.mason@iowalifechanging.com), 515.242.4883 or visit [www.iowalifechanging.com/register](http://www.iowalifechanging.com/register).



## **OPPORTUNITIES FOR IOWA COMPANIES IN EUROPE**

### **From the Iowa European Office**

Europe's opportunities are much broader than the 27-member European Union which in itself has now reached a population of 500 million, when Bulgaria and Romania joined the EU on January 1, 2007. The European Free Trade Association (EFTA) countries (Norway, Iceland, Liechtenstein and Switzerland) are among the wealthiest in the world on a per capita basis.

Europe's market for generation and distribution of energy is presenting significant opportunities for U.S. providers of technology, equipment and other inputs to increase the use of renewable energy sources, upgrade existing power generation, and transmission and distribution facilities. Billions of dollars will be spent in the energy sector over the coming years.

### **European Union – new chemicals regulation**

At the first Transatlantic Economic Council meeting on November 9, 2007, the United States and the European Union have established a framework to reduce regulatory barriers in trade and investment to accelerate transatlantic economic integration. Subjects where the council has made progress over the past months include the dual labeling of measurement units and the new EU Chemical Regulation.

Legislation has been proposed by the European Union to continue the import of products with dual labeling of measurement units (instead of metric only). This action is

intended to reduce costs for transatlantic trade.

The New EU Chemical regulation called REACH (Registration, Evaluation and Authorization of Chemicals) entered into force on June 1, 2007. An important deadline for businesses will be June 1, 2008, when pre-registration starts. According to the new regulation industry must provide chemicals safety information to the new European Chemicals Agency (ECHA). REACH covers EU-based chemical manufacturers but will also affect global supply chains. Exports from the U.S. to the 27 European Union Member States will not be allowed unless chemicals are registered and authorized (if necessary). Therefore, US-based companies need to ensure that their products comply. REACH requires EU manufacturers or importers to register chemical substances (on their own, in preparations or in articles) in quantities above one metric ton/year. The registration at ECHA has to be handled by the importer or only representative of the U.S. company as the registrant needs to be EU-based. Companies not eligible for pre-registration must submit a full registration dossier to ECHA by June 1, 2008.

Detailed information about REACH and how to register chemical substances is provided by the European Chemicals Agency at [http://echa.europa.eu/home\\_en.html](http://echa.europa.eu/home_en.html).

### **INDIVIDUALIZED ASSISTANCE AVAILABLE IN MEXICO:**

IDED has the ability, through its representative office in Mexico, to provide Iowa exporters with customized assistance. These services, some involving a nominal fee, include:

- Assistance in researching or resolving a specific issue
- Industry-Market Analysis (IMA): research and analyze the target market for a product or service to determine market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions, requirements to conduct business
- Sales Associate Search (SAS): identifying and pre-screening potential customers, agents, distributors or other sales associates based upon industry-market parameters and criteria provided
- Customized Business Appointments (CBA): an itinerary of appointments, arrange for interpreters and drivers, customized orientation briefing, consult on relevant market or business issues, introductory meetings with local professional service providers for legal, financial, logistics or other business consulting services
- Trade Show Support (TSS): pre-show promotions and/or post-show follow-up support

Contact Peggy Kerr at 515.242.4745 or [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) to discuss.

## FOOD EXPORT ASSOCIATION'S BRANDED PROGRAM

Food Export Association's Branded Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in foreign markets.

### What Types of Activities Are Eligible?

Many international marketing and promotional activities are eligible for 50 percent cost reimbursement through the program, including:

- Advertising and public relations
- Trade and consumer product demonstrations
- In-store and food service promotions
- Eligible expenses at overseas trade shows (exhibiting fees, rental and set-up costs, freight, etc.)
- Product literature and point-of-sale materials
- Exhibiting fees at approved domestic trade shows (first-time exhibitors only)
- Package and label redevelopment (if the change was necessary to meet foreign importing requirements).
- Freight costs for samples

### Who is Eligible for Branded Funding?

Unfortunately, the program isn't available to everyone. To be eligible, your company must:

- Be a small company (according to Small Business Administration guidelines) or be an agricultural producer cooperative
- Have a corporate office, production facility or significant product originating from Food Export Association's 12-state region
- Have products that contain at least 50 percent U.S. agricultural product, exclusive of added water and packaging. (Products must not be covered by another industry group)
- Be a registered business entity in the United States
- Have a brand name (or rights to a brand name)

If your company meets the eligibility requirements stated above and you would like to complete a pre-qualification application for the branded funding program, visit [www.brandedprogram.org](http://www.brandedprogram.org).

**Note: Eligible promotional expenses incurred by overseas importers and distributors on behalf of U.S. program participants may also qualify for reimbursement under the program.**

## INTERESTED IN THE ARGENTINE, BRAZILIAN, CHILEAN OR SOUTH AFRICAN MARKETS?

While IDED does not currently have trade promotion events planned in these countries, our professional business development service providers are able to offer your company individual assistance in the markets. Argentina has the third largest GDP in Latin America, after Mexico and Brazil, with an average annual growth rate of 8.5 percent since the economic crisis. Iowa exports have returned to pre-crisis levels.

Brazil represents roughly half of the South American territory and economy. In 2007, Iowa exports to Brazil rose over 120 percent making it our ninth largest single country destination!

Chile remains the strongest economy in South America. Iowa exports have more than doubled since the implementation of the U.S.-Chile Free Trade Agreement in 2004. South Africa is a gateway to the Southern Africa Development Community (SADC) and the Indian Rim. The economy is strong and demand will grow over the next decade.

U.S. products are very well received in these countries and are now more price competitive given the current exchange rates. Individual assistance includes market research studies, distributor searches and in-country appointment packages. These are all fee based services. Contact Peggy Kerr at [peggy.kerr@iowalifechanging.com](mailto:peggy.kerr@iowalifechanging.com) or 515.242.4745 to discuss.



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## **IOWA EXPORTS SOAR OVER \$9 BILLION**

For the first time in the state's history, Iowa companies exported over \$9 billion in manufactured and value-added goods last year, soaring from \$8.4 billion in 2006 to \$9.6 billion in 2007. Iowa's 2007 exports increased 14.32 percent, outpacing the national average of 12.11 percent.

"This is another example of Iowa's strong economy outpacing the nation," said Governor Chet Culver. "2007 was a record-breaking year for Iowa companies participating in our global economy. With support from the state, Iowa businesses are entering into new international partnerships and finding success."

"Iowa's growth in exports has been supported by a weak U.S. dollar and powered by aggressive marketing efforts by the state and Iowa businesses," said Iowa Department of Economic Development Director Mike Tramontina. "Iowa's exports surpassed the national average, maintaining the state's strong economy while boosting economic growth."

In 2007, Iowa's top export trading partners were Canada, Mexico, Japan, Germany and China. Iowa's top export industries were:

- Machinery (such as dozers and harvest cleaner machines)
- Vehicles (such as tractors, compressors, air conditioners, motors and engines)
- Electrical Machinery (such as radar navigation, sound equipment and insulated wires)

For more information on Iowa exports, visit Iowa's International Office Web site: [http://www.iowalifechanging.com/business/export\\_assistance.html](http://www.iowalifechanging.com/business/export_assistance.html)