

Upper Midwest Hospitality and Lodging Show – February 23-25, 2004

We are recruiting Iowa food companies for the *A Taste of Iowa* pavilion at the Upper Midwestern Restaurant, Hospitality and Lodging Show February 23 - 25, 2004 at the Minneapolis Convention Center. This show attracts food service professionals from around the United States. Companies choose to return to Minneapolis year after year to network with colleagues and meet top industry executives. The UP Show is a great opportunity for growth into the Minneapolis and surrounding markets and a chance to reach new customers, provide information, and cross-promote Iowa products. Companies exhibiting in the Iowa pavilion will have increased exposure and visibility at the show due to a great location right inside the entrance and advertising in the exhibitor directory for half the cost of exhibiting alone. If you are interested in exhibiting with the Iowa Department of Economic Development in the Iowa pavilion please contact [Jennifer Porter](#) at 515.242.4871. There are currently three 100 sq. ft. booths still available.

Chile and Brazil Trade Mission – Spring 2004

Plans are underway for a mission to Santiago, Chile and Sao Paulo, Brazil. Chile continues to be one of South America's most dynamic, stable and promising markets. The newly approved U.S.-Chile FTA will be the first comprehensive free trade agreement between the U.S. and a South American country. Under the agreement, more than 87 percent of two-way trade in goods will become tariff-free immediately, with most remaining tariffs and quotas eliminated in four years and all tariffs and quotas eliminated in 12 years. Brazil has the ninth largest economy in the world and represents about half of South America in population, territory and economy. With over 170 million people, it is rich in agricultural, mineral and industrial resources and represents a substantial market opportunity for U.S. exporters. Contact [Peggy Kerr](#) at 515.242.4745 for more information and to explore the opportunities.

2004 NASFT Spring Fancy Food show – May 2-4, 2004

We are now recruiting for the *A Taste of Iowa* pavilion at the 2004 NASFT Spring Fancy Food Show. The show will be held at McCormick Place in Chicago, IL, concurrently with the Food Marketing Institute Show, the 2004 U.S. Food Export Showcase, the Produce Expo and All Things Organic pavilion. The Spring NASFT Fancy Food Show is one of five specialty food shows put on each year by the National Association of the Specialty Food Trade (NASFT). This trade event offers more than 70,000 specialty food products and includes some 1,200 U.S. companies' exhibits. The NASFT food shows are considered the leading trade events for food suppliers from around the world.

The *A Taste of Iowa*® Program is sponsoring the Iowa pavilion on the main show floor. As a participating company in the Iowa pavilion, your exposure and visibility at the show will be increased at a much lower cost than if you exhibited on your own. *A Taste of Iowa* will also have "focused exhibits" display cabinets to both promote the participating Iowa companies and to sample their products. If you are interested in exhibiting with the Iowa Department of Economic Development in the Iowa Pavilion please contact [Jennifer Porter](#) at 515.242.4871.

RUSSIA AND UKRAINE TRADE MISSION (June 2004)

In 2002, Russia experienced its fourth consecutive year of robust economic growth, and there are signs that the country's current political and economic stability will be sustained. Moscow is Russia's undisputed political and financial center with a superb infrastructure (by Russia's standards), a strong industrial base, and the largest and wealthiest metropolitan consumer market. St. Petersburg, Russia's second largest city and the fourth largest in Europe, is a major

commercial, educational, research, industrial, and financial hub. Its factories produce everything from heavy machinery and electronics to a wide variety of consumer goods. St. Petersburg's ports and railways comprise a major transportation center, tying Russia to the Baltics, Scandinavia and the rest of Europe. Ukraine is an emerging market at the crossroads of Eastern Europe, Russia, Central Asia, and the Middle East, and holds great potential as a new market for U.S. trade. Contact [Kelly Halsted](#) at 515.242.4713 for additional information that will be available mid-January.

RepCan 2004 – Toronto, Canada – June 16-17, 2004

IDED will sponsor Iowa companies at REPCAN 2004, a U.S. Department of Commerce multi-sectoral trade event held annually in Canada. This trade event provides small to medium U.S. export-ready firms with a cost-effective means to introduce their products and services to the Canadian market. By participating in REPCAN, U.S. companies can realize their marketing goals and business objectives in Canada and become part of the \$1.4 billion a day U.S.-Canada trade relationship. REPCAN offers two days of individual meetings with qualified business prospects; focused industry briefings; market research; province-wide promotion; a seminar program; business counseling and attractive meeting and display facilities. Contact [Peggy Kerr](#) at 515.242.4745 for further information.

OTHER INFORMATION

Change in ETAP

Because of budget adjustments, the level of assistance available to Iowa companies from the Export Trade Assistance Program (ETAP) has been revised. The program now offers maximum assistance of \$2,500 per company per pre-approved event for the balance of Fiscal Year 2004. The International Office of IDED administers the ETAP program, which provides financial assistance to Iowa companies participating in international trade shows or trade missions. For more information please contact [Kanan Kappelman](#) at 515.242.4892.

New Shippers' Export Declaration (SED) Form Required Starting January 18, 2004

The U.S. Census Bureau announced amendments to the Foreign Trade Statistics Regulations which adds to the paper Shipper's Export Declaration (SED) the requirement to enter the freight forwarder's Employer Identification Number (EIN) when required. This requirement applies to filers who are not required to file through the Automated Export System (AES) and who choose to file a paper SED rather than filing voluntarily through AES. The implementation date of this rule was October 18, 2003.

The new SED (Form 7525-V, dated 7-18-2003) is now available at www.census.gov/foreign-trade/regulations/forms.

To facilitate the transition to a new form, both the new and old versions are currently accepted. Starting on January 18, 2004, only the new form will be accepted. Any previous versions of the SED tendered on or after January 18, 2004 will be rejected and the exporter will be advised of their failure to submit an SED.

AES and AESDirect

The Automated Export System (AES) is the paperless way to file the Shipper's Export Declaration (SED) and the ocean manifest information directly to U.S. Customs & Border Protection (CBP). AESDirect is the free Internet application supported by the Census Bureau.

It is expected that by Fall 2004 AES Filing will become **mandatory** for all Commodities that

require an SED. If the anticipated regulation is implemented, all SEDs must be filed electronically by the exporter (USPPI) or their authorized agent using AES.

There is a three step process to participate in AES:

Step 1 - Register/File Letter of Intent

Step 2 - Choose Implementation Method (self-programming, vendor or service center, or AESDirect)

Step 3 - Certification (If you utilize an AES certified vendor or service center, the test is minimal. If you utilize AESDirect, the test is part of the registration process.)

Once certified, you are ready to go. No more paper SEDs!!!

Additional information is available at:

<http://www.census.gov/foreign-trade/www/index.html>

<http://www.customs.gov/xp/cgov/export/aes/>

<http://www.aesdirect.gov>

An upcoming series of seminars discuss the SED, AES and provide training on AESDirect

Be prepared for the pending changes, by attending one of these sessions!

January 21 Indian Hills Community College Business Outreach Center, Eddyville

January 28 Hawkeye Community College, Waterloo

March 10 Clinton Community College, Clinton

May 12 North Iowa Area Community College, Mason City

July 14 Iowa Central Community College, Fort Dodge

The seminar agenda is:

10:00 a.m. - Noon Understanding the SED, AES, and the Harmonized Tariff Schedule

Noon - 1:00 p.m. Brown Bag Lunch

1:00 p.m. - 4:00 p.m. AES Computer Training

The registration fee is \$40, which includes the brown bag lunch. Contact [Jeremy Baril](#) at the U.S. Department of Commerce in Des Moines for more information. Telephone number 515.288.8614.

Rules of Origin and Declaration of Origin under the new U.S. - Chile Free Trade Agreement

The U.S. - Chile Free Trade Agreement (FTA) took affect January 1, 2004. Under the agreement, more than 85 percent of two-way trade in goods have immediately become tariff-free, with most remaining tariffs and quotas eliminated in four years and all tariffs and quotas eliminated in 12 years. Among the key U.S. industrial sectors benefiting from the agreement and the aggressive liberalization schedule are agricultural and construction equipment, autos and auto parts, computers and other information technology products, medical equipment and paper products. More than three-quarters of U.S. farm goods will enter Chile tariff-free within four years. U.S. farm products such as pork, beef, soybeans, feed grains, and processed food products will benefit from increased market access.

In order for exporters to take advantage of the benefits for U.S. goods they will need to understand how to determine that their goods are originating or qualify for preferential duty treatment under the U.S.-Chile FTA Rules of Origin. Those familiar with the NAFTA Rules of Origin will see many similarities to the U.S.-Chile FTA rules, however there are several

difference as well and it appears overall to have been simplified.

Proposed Changes in Australia

“Exporters with an interest in Australia have recently been discussing proposed changes to that country’s wood packaging and dunnage import conditions as well as packing declarations to accompany import cargo. Officials with the Australian Quarantine and Inspection Service (AQIS) acknowledged in October, 2003 that AQIS is presently reviewing its policies and will be implementing new international standards “in a matter of a few months.” Once implementation dates are established, specific notification will be issued through the AQIS ICON (import conditions) database.

Australia’s current import conditions for wood packaging and dunnage, as well as fumigation requirements, are available on ICON and may be accessed at www.aqis.gov.au. Additionally, current information required in packing declarations is detailed in AQIS guidelines for quarantine aspects and procedures for cargo containers.

Cuba Symposium

On February 6-7, 2004, the University of Iowa Center for International Finance & Development (UICIFD) and the University of Iowa College of Law will hold a symposium on Cuba's economic and social development as it relates to trade and investment between Cuba and U.S. Midwestern states. Titled "Whither Goes Cuba? Prospects for Economic & Social Development," the symposium will bring together a diverse and interdisciplinary group of experts from around the country to address the following areas: (i) an overview of U.S.-Cuban trade, (ii) economic and social conditions in Cuba today, (iii) U.S. sanctions against Cuba and democratization, (iv) Cuba and globalization, (v) good governance and Cuba, and (vi) the future of U.S.-Cuba trade and investment. Speakers will also cover linkages between trade and human rights in Cuba, U.S. government support for a future transition government in Cuba, health care in Cuba, and national reconciliation.

Information regarding the symposium, including descriptions of the papers, the participants' bios, the program and the registration form, can be found on UICIFD's website: www.uiowa.edu/ifdebook. Questions regarding the symposium should be directed to Professor [Enrique Carrasco](#) at 319.335.9059.