

PANAMA & COSTA RICA TRADE MISSION (NOVEMBER 16-22, 2008)

With U.S. Free Trade Agreements pending in both countries, this is an excellent time to explore the markets and establish your network. Costa Rica boasts the largest per capita income for any country in the CAFTA-DR region, along with the longest period of political stability.

Last year, the country's growth rate rose by 6.8 percent. The economy is diversified with tourism/hospitality services, information technology and medical equipment/instrumentation taking prominent roles. English is the dominant second language, and over one million tourists visit this country annually.

Panama is not only a maritime shipping and air transport hub, but also an international trading, banking and services center. The manufacturing and agriculture sectors have been expanding as well. The Panama Canal expansion is one of the largest and most ambitious projects in the region. This \$5.25 billion project will entail tremendous commercial opportunities for U.S. firms, including maritime equipment; construction equipment; heavy machinery; dredging equipment and services; and engineering and architectural services. Iowa exports to Costa Rica increased 31 percent in 2007, while those to Panama grew by nearly 40 percent.

One-on-one pre-qualified appointments will be arranged in each

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MEDIPHAR TAIPEI 2008 (NOVEMBER 6-9, 2008) www.mediphar.com.tw/

MEDIPHAR TAIPEI is Asia's major venue for innovative medical products. The 2008 show builds upon last year's 60,000 visitor turnout with top buyers from across Taiwan and 50 nations including Japan, Korea, USA, China, Singapore, Germany and Great Britain. MEDIPHAR TAIPEI '08 features a full range of medical equipment, health care, biotech, rehabilitative products, medical services and elderly products. It is a must attend for medical professionals across Taiwan and around the world.

Let IDED's International office assist you in exhibiting at the 20th Taipei International Medical and Healthcare Exhibition MEDIPHAR TAIPEI '08. Contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741 for more information.

EUROTIER 2008 - HANOVER, GERMANY (NOVEMBER 11-14, 2008)

EuroTier is the key European Trade Show for animal husbandry and is held every two years. In 2006, EuroTier attracted over 118,000 visitors and 1,500 exhibitors from 39 countries. This show is a must for suppliers to the livestock industry looking for customers in Western Europe, Eastern Europe and Russia.

IDED will have a booth at this year's show. Contact Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com for more information.

IOWA TRADE MISSION TO MEXICO CITY AND MONTERREY, MEXICO (FEBRUARY 22-28, 2009)

Mexico is the second largest single country market for Iowa exports, capturing over 16 percent of the exports in 2007. Exports have increased nearly 25 percent each of the last two years!

This mission will concentrate on the top two market areas of the country (Mexico City and Monterrey) and is open to all industries. 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 3rd largest city and ranks 2nd 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 also the center of the meat processing industry in Mexico. For more information contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com or Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com.



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NEW DATES FOR ASIA MEAT MISSION

MEAT TRADE MISSION TO JAPAN AND KOREA. (DECEMBER 6-13, 2008)

Japan and Korea are the largest two export markets for Iowa meat products, particularly pork. Japan buyers have purchased \$117 million in Iowa pork during the first 4 months of 2008, which is a record pace.

Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork. Korean buyers have purchased \$37 million in Iowa pork during the same period. With the refinement of the cold chain in Korea and the introduction of chilled U.S. pork, Iowa's exports to Korea are increasing.

This mission is open to all Iowa meat sectors – pork, beef and turkey. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers. IDED is planning to host an Iowa Reception for the Japanese trade. Contact Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com for more information.

IOWA TRADE MISSION TO SAUDI ARABIA AND QATAR (FEBRUARY 2009)

New waves of major private sector and infrastructure development in Saudi Arabia and Qatar present significant opportunity for Iowa companies. The Saudi government is encouraging private sector growth - especially in power generation, telecommunications, natural gas exploration and petrochemicals - to lessen the kingdom's dependence on oil exports. The government has announced plans to establish six "economic cities" (the largest of which, King Abdullah Economic City, is the highest value development project in the Gulf Region) in different regions of the country to promote development and diversification.

Meanwhile, Qatar's GDP growth is strong at an overall 19.9 percent between 2001- 2005, increasing to a record 24 percent in 2006 and then another 14 percent in 2007. In the next ten years, Qatar plans to invest over \$120 billion dollars in the development of the energy and industrial sectors and \$50 billion in roads, infrastructure development, housing and real estate, health/medical and sanitation projects.

Qatar has the fourth highest construction project value in the Gulf Region (268 projects worth \$205 billion). Per capita income in Qatar is high, at \$49,655 in 2005, and there is no personal income tax in Qatar. Qatar imports over 90 percent of its food. In 2003, Qatar's food and agricultural imports totaled \$489 million. 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.

This trade mission is open to all industries. Contact Micah Kiel at 515.242.4801 or micah.kiel@iowalifechanging.com for more information.

EDUCATIONAL EVENT

FREE TRADE AGREEMENTS AND INCOTERMS SEMINAR (NOVEMBER 4-5, 2008)

Holiday Inn & Suites at Jordan Creek, West Des Moines, Iowa.

Seminar will feature Frank Reynolds, International Trade Consultant.

Registration information coming soon! Watch for registration updates on our calendar of events at www.iowalifechanging.com/business or contact Micah Kiel at 515.242.4801 or micah.kiel@iowalifechanging.com.

EXPO CARNES 2009 – MONTERREY, MEXICO (FEBRUARY 25-27, 2009)

Expo Carnes, the largest Meat Industry International Exhibition & Convention in Mexico, meets every two years to bring meat suppliers, distributors and meat packers from different segments of the meat and poultry industry together. The exhibition has had a continuous growth rate of 25 percent recent years. It is appropriate for all suppliers to the meat industry including new products, equipment, ingredients and technology. Exhibitors may also participate in the Mexico Trade Mission taking place around the exhibition dates.

Contact Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com or Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com to learn more about the exhibition and how to make the best use of your time while there.

LOOKING FOR FINANCIAL ASSISTANCE?

- Iowa Food Companies Export Assistance — The Food Export Association of the Midwest has a variety of programs, from market research to financial assistance for events, to help Iowa companies grow. Visit www.foodexport.org

TRADE MISSION TO MALAYSIA AND INDONESIA (EARLY SPRING 2009)

We will be organizing a trade mission to Kuala Lumpur, Malaysia and Jakarta, Indonesia for the early spring, 2009. **Indonesia** is the world's fourth largest country, with a population of over 230 million; GDP is expected to reach 6.8% this year; has by far the largest economy in Southeast Asia; the world's third largest democracy, with a thriving open economy. (source: U.S. Department of Commerce) **Malaysia** has a population of more than 25 million; it is estimated that in 2008 the Gross Domestic Product growth is expected to average 6%; has a trade surplus of about US\$37.3bn. (source: The Economist)

All companies are welcomed to join the mission; individual business meetings will be scheduled in Indonesia and Malaysia to assist you in achieving your global marketing goals. Export Trade Assistance Programming (ETAP) funds will be available to eligible companies on a first come basis.

Please contact Kathy Hill at 515-242-4741 or kathy.hill@iowalifechanging.com to learn more.

COLOMBIA – PERU TRADE MISSION (SPRING 2009)

Colombia and Peru's economies have each experienced positive growth over the past five years. The Colombian economy continues to improve in part because of austere government budgets, focused efforts to reduce public debt levels, an export-oriented growth strategy, improved domestic security, and high commodity prices. Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have well-diversified agriculture, resources, and productive capacities.

Since the election of President Alvaro Uribe in May 2002, and re-election in 2006, Colombia has become one of the most stable economies in the region. Colombia's bilateral trade agreement with the U.S. is pending in the U.S. Congress.

Peru represents a rapidly expanding market for American goods and services. Peru's economy is well managed, and better tax collection and growth are increasing revenues, with expenditures keeping pace. Recent economic expansion has been driven by construction, mining, export growth, investment and domestic demand. This trend should be reinforced as a result of U.S. Congressional approval in December 2007 of the U.S. Peru Trade Promotion Agreement. The agreement is expected to enter into force during the latter half of 2008 and will level the playing field for U.S. companies by providing greater access to the Peruvian market and improving the overall commercial climate. Iowa's exports to Colombia and Peru increased 32 percent and 59 percent respectively in 2007.

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. This trade mission is open to all industries. Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com for further information.

LOOKING FOR FINANCIAL ASSISTANCE?

- 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. If you will be participating in a trade show or trade mission in the upcoming months, please contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

IOWA TRADE MISSION TO RUSSIA (MAY 2009)

This trade mission stops in Moscow and St. Petersburg, Russia's two most significant economic hubs. Russia is now the eighth largest market for Iowa products with \$233.7 million in exports in 2007 and the market potential will only continue to increase. This emerging market just completed its ninth straight year of growth, averaging 7 percent annually since the financial crisis of 1998. In 2007, Russia's GDP grew 8.1 percent, led by non-tradable services and goods for the domestic market, as opposed to oil or mineral extraction and exports. Rising inflation returned in the second half of 2007, driven largely by unsterilized capital inflows and by rising food costs, and approached 12 percent by year-end.

In 2006, Russia signed a bilateral market access agreement with the U.S. as a prelude to possible WTO entry. Russia Imported \$260.4 billion in commodities in 2007, which included machinery and equipment, consumer goods, medicines, meat, sugar, semi-finished metal products. Leading export sectors included vehicles, meat, machinery, medical instruments, dairy and electrical machinery.

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FOREIGN OFFICES

The IDED has five international trade offices throughout the globe. Based in Des Moines, Iowa, the International Trade Team works with four foreign offices and/or representatives to assist Iowa companies with global market research, trade missions, trade shows and other general trade needs. Various assistance programs have been developed in conjunction with our global offices and representatives to provide services to Iowa companies seeking to establish or expand a presence in the global marketplace.

Basic services, some of which are fee-based, vary by location.

Examples include

- General Market Information
- Appointment Scheduling
- Market Research
- Trade Show Support
- Pre-Screening Potential
- Customers & Partners

CHINA – BEIJING

Des Moines Contact: kathy.hill@iowalifechanging.com

GERMANY – FRANKFURT

Des Moines Contact: micah.kiel@iowalifechanging.com

JAPAN – TOKYO

Des Moines Contact: kathy.hill@iowalifechanging.com

MEXICO – MEXICO CITY

Des Moines Contact: peggy.kerr@iowalifechanging.com



Iowa Department of
Economic Development
200 East Grand
Des Moines, IA 50309

Moving? Or, want to list a new or additional contact? Please contact International@iowalifechanging.com or 515.242.4883 with your updates.



COUNTRY SPOTLIGHT

THE JAPANESE WAY?

From State of Iowa Japan Office

Sometimes people in the U.S. become frustrated when talking with representatives of Japanese companies, as the former do not get responses from the Japanese regarding their proposals, saying “Well, that’s the Japanese way.” Why does this happen? Do Japanese people actually tend not to decide on proposals they receive?

There seem to be two major reasons why people in the U.S. have that impression. One is that many Japanese are reluctant to say “No”. Iowans may understand this, as many have similar tendencies. The other reason, perhaps not so readily understood by Iowans is that in many cases corporate decisions are made from bottom to top. This is referred to as the bottom-up decision-making system. It is common for Iowa businesspeople to talk with middle management personnel in Japanese companies. These middle management personnel may be authorized to make decisions on ‘standard’ transactions, but not concerning business for new items or when dealing with new companies, and most definitely not on investment-related matters. In the case of such transactions, they can only move ahead with the consent of general managers.

However, in the case of investment, they must acquire the consent of general managers, directors, committees and board members, in addition to that of the staff members in their own departments, the accounting department and other supporting departments. Obtaining this consent is called the consensus process, and it requires a great deal of time. You might feel sympathetic toward these middle management personnel for spending considerable time and effort on this process. However, the Japanese actually love the process itself. When they achieve success in building a consensus, they tend to feel as if they are driving the decisions for the organizations they belong to, and the successful consensus builders in a Japanese organization are evaluated favorably over their peers by their bosses.

A delay in a response from a Japanese company does not necessarily mean “No”. It may indicate that someone you have never met is working hard to get the consensus for you within the company. Your judgment of whether the answer is “No” or if it is still a work in progress can be crucial. That information may in some instances be obtained through conversation in casual social situations.