

IOWA PAVILION AT FIGAP / VIV AMERICA LATIN OCTOBER 21-23, 2010

FIGAP has announced that for their fourth (bi-annual) edition they have made a business alliance with VNU Exhibitions Company, the Dutch company who organizes the VIV fairs and exhibitions in Europe and Asia. The exhibition is now known as FIGAP / VIV America Latina. (www.viv.net). IDED believes this partnership will bring greater exposure to the event and we are planning to include an Iowa Pavilion.

Please advise Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com if there is interest in the show so we can gauge space needs. Floor plan and reservation forms are available for those interested in committing early. Industry sectors that participate in FIGAP include: Machinery for the feed industry, agricultural equipment, animal health, genetics, nutrition, livestock, software, grain and ingredient storage and handling equipment, grain and seed buyers/traders, feed and forage manufacturers, pet food manufacturers, aquaculture companies, ingredients and additives distributors, equipment for slaughter houses, railroad companies as well as freight companies and customs agents. Exhibitors from Argentina, Canada, China, Denmark, France, U.S., Holland, Italy and Mexico; and visitors from all over Mexico, U.S., Central and South America participated in FIGAP 2008.

FEED INGREDIENTS BUYERS MISSION (JUNE 3-4, 2009)

The Iowa Department of Economic Development is working with our regional partner, Food Export Association of the Midwest, to bring a pre-screened team of Mexican buyers from five companies to Iowa June 3-4, 2009. This group of decision makers will be looking for feeds, feed ingredients, DDG's and pro-biotics for the livestock industry.

Planning for this mission trip is being completed in conjunction with the World Pork Expo to offer Iowa suppliers visibility through their exhibit at the show and also allow time for one-on-one meetings with this group of buyers. Iowa suppliers **MUST REGISTER** in advance to schedule one-on-one pre-qualified appointments with the buyers. Registration deadline is May 20.

Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 or see www.foodexport.org/eweb under *Upcoming Activities* for more information.

COLOMBIA – PERU TRADE MISSION (JULY 18-25, 2009)

Peru is one of the most rapidly expanding markets for U.S. goods and services. Iowa's exports to Peru increased over 56 percent in 2008 and as of February 1, 2009, U.S. firms have greater access to Peru through the U.S. Peru Trade Promotion Agreement. Now, 80 percent of all U.S. consumer and industrial products are eligible for duty-free access into Peru, with the remaining tariffs to be phased-out over ten years. More than two-thirds of current American agricultural exports to Peru also benefit from such treatment. Strong economic growth, an eased market access regime, infrastructure development and industrial diversification have combined to broaden the sectors in which marketing opportunities exist for U.S. firms.

Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have diversified agriculture, resources and productive capacities. Currently, Colombia is the fifth largest market for U.S. exports in the region, after Mexico, Brazil, Venezuela and Chile. Iowa exports to Colombia grew 13 percent in 2008, after 3 years of 30 percent annual growth. On November 22, 2006, the United States and Colombia signed a bilateral trade agreement, the US - CTPA. At this time, the Agreement has not been approved by the U.S. Congress. Under the US - CTPA, over 80 percent of U.S. exports of consumer and industrial products to Colombia will be duty-free immediately upon entry into force of the Agreement, with remaining tariffs phased out over ten years.

Despite the global economic crisis, both countries' economic prospects are positive. This trade mission is open to ALL industry sectors. Participants in the agriculture industry will find an added bonus as the trade mission will coincide with the FERIA INTERNACIONAL AGROPECUARIA Y DE INDUSTRIAS AFINES AGROEXPO 2009 (www.agroexpo.com). AgroExpo has been the premier biennial international

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MEXICO OFFICE REPRESENTATIVE TO VISIT IOWA IN JUNE

Jose Jimenez from IDED's Mexico office will be in Iowa June 2009. Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com if you are interested in meeting, or having a conversation, with this market expert. Through IDED, the Iowa Mexico Office provides a variety of services to Iowa companies including market intelligence, identification of contacts, trade show support, and of course, the coordination and support of IDED trade events in Mexico and other parts of Latin America.

COLOMBIA – PERU TRADE MISSION (JULY 18-25, 2009)

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agricultural and livestock event in the Andean region for over 30 years. It is considered the most important place for agro-industrial development because the Andean and Caribbean regions meet at this event to learn about state of the art scientific and technological advances for agriculture, livestock and all related industries and services. 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. Contact Peggy Kerr at 515.242.4745 or peggy.kerr@iowalifechanging.com or see www.iowalifechanging.com/intlevents/ for further information. Registration deadline May 15.

EDUCATION

THE IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT (IDED) IS NOW ACCEPTING NOMINATIONS FOR THE 2009 GLOBAL IOWA EXPORT AWARD

This year, several Iowa companies will receive the Global Iowa Export Award, to be presented during the Global Iowa Conference, September 15, 2009, at the Marriott in Coralville, Iowa. All Iowa companies are eligible for nomination, unless they received an award last year. 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 515.242.4883 or lisa.mason@iowalifechanging.com to obtain a nomination form.

Conference details and registration will be available soon on our web site!

FREE TRADE AGREEMENTS: QUALIFY YOUR PRODUCTS WITH CONFIDENCE

When: Friday, May 15, 2009, 8:30 a.m. – 12:30 p.m.

Where: Buena Vista University, Storm Lake, Iowa

Fee: \$50.00 per person

Presenter: Meredith Bond, Director of the Commercial Service's Omaha office

With several new Free Trade Agreements in place, determining how your products qualify for reduced tariff or duty-free status can be confusing. NAFTA serves as a model for some of the new FTAs. A solid understanding of how Rules of Origin operate in NAFTA can give you a head start in taking advantage of the Australia, Singapore, CAFTA-DR and Chile FTAs.

- Do you understand the Rules of Origin for your product(s) under NAFTA and the other new FTAs?
- Have you done your homework in qualifying your products?
- If Customs came knocking would you be confident in explaining your Rules of Origin research?
- If you are claiming the wrong preference criterion or your products don't qualify at all, the fines can be substantial.

Don't make the mistake of just guessing and getting caught! Register on-line at http://www.export.gov/eac/trade_events.asp (Search by state – IA - for fast results).

Contact Patricia Cook, International Trade Specialist, U.S. Commercial Service, Des Moines, at patricia.cook@mail.doc.gov or 515.284.4591 for more information.

ADDRESS/CONTACT UPDATE:

For corrections or updates for receiving this newsletter, please contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com

SAVE THE DATES:

FOOD EXPORT 101 SEMINAR • July 15, 2009 • Des Moines

Iowa food companies interested in expanding their business by entering the export market should participate in *Food Export 101* to be held in Des Moines, July 15. The exporting seminar addresses the basics of exporting food products, but will be a good refresher for companies already exporting. Information will also be shared on federal assistance programs available to help small and medium sized food and agriculture companies increase your export sales.

GLOBAL IOWA CONFERENCE • September 15, 2009 • Coralville

EDUCATIONAL EVENTS

The IDIED International Office is beginning to work on educational opportunities for the 2010 fiscal year. Please let us know if you have suggestions of topics that would be helpful to your company. Contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

OTHER

ETAP FUNDING

The Export Trade Assistance Program (ETAP) can provide financial assistance to eligible Iowa companies for their participation in qualified trade shows or trade missions. Completed applications (including supporting documentation) are processed on a first-come, first-serve basis (as long as there is funding available) and need to be received at least 30 days prior to the event. Incomplete applications are not accepted. If you have questions about the ETAP program or the application process, please contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

ETAP funds have been depleted for this fiscal year. We are hopeful to receive new funding July 1 for events taking place July 1, 2009 to June 30, 2010.

IOWA EXPORTS 2008

Iowa's manufactured and value-added exports soared to more than \$12 billion ending 2008, an increase of 25 percent over the previous year and well above the U.S. exports overall increase of 12 percent. Our top five trading partners were: Canada, Mexico, Japan, Germany and Russia. Top industries were machinery, vehicles, meat, cereal and electrical machinery.

RESOURCES

USDA INCREASES FUNDING FOR GSM-102 PROGRAMS IN KEY U.S. EXPORT MARKETS

The USDA Foreign Agriculture Service announced that funding for the Commodity Credit Corporation's (CCC) Export Credit Guarantee Program (GSM-102) for fiscal year 2009 has been increased for a number of key export markets, highlighted by a 50 percent increase in funding for South Korea.

Exporting Members should consult the USDA's Foreign Agriculture Service's web site (www.fas.usda.gov/excredits/ecgp.asp) for more information and amendments to the program for South America, Mexico, Jamaica, China, Central America and the Caribbean.

RESOURCES (Continued)

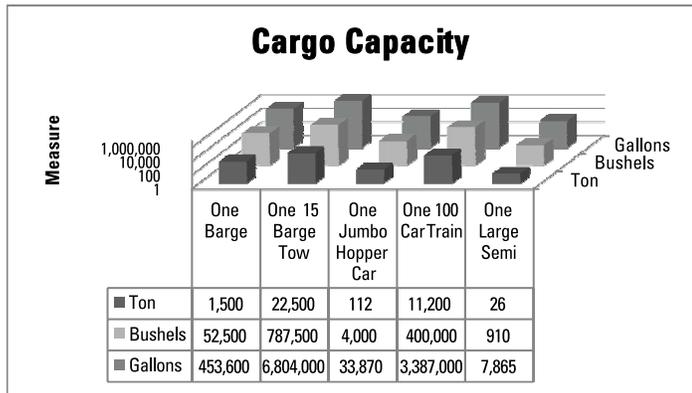
FOOD EXPORT ASSOCIATION OF THE MIDWEST ASSISTANCE TO IOWA COMPANIES

The Food Export Association of the Midwest is a non-profit organization composed of Midwestern state agricultural promotion agencies. Food Export utilizes federal, state, and industry resources to help companies increase product sales around the world. The Iowa Department of Economic Development works with Food Export in planning, promotion and project management during the year on activities such as the Branded Program, buyers missions, trade missions and tradeshow. Iowa companies have access to Food Export sponsored tradeshow, trade missions, buyers mission and helpline, as well as the Branded Program for international marketing efforts.

The Branded Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in foreign markets. Participant companies receive 50 percent cost reimbursement for a wide variety of eligible international marketing and promotional activities. To learn more visit www.foodexport.org. You can also complete an online pre-application worksheet to get pre-qualified. Also, plan on attending the Food Export 101 Seminar in July to talk directly to Food Export Association staff!

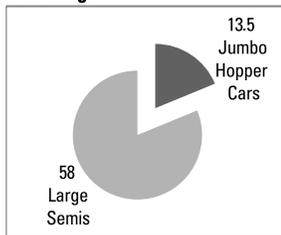
DID YOU KNOW?

A barge can move one ton of cargo 500 miles on a single gallon of fuel. That same gallon of fuel moves a ton of cargo only 200 miles by rail car and only 60 miles by truck.

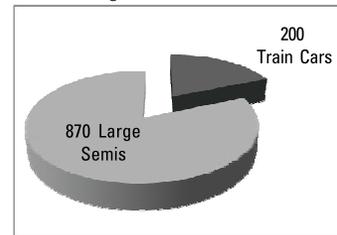


Equivalent Units

One Barge =



One 15 Barge Tow =



IOWA
life | changing®

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.

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ARTICLE FROM IOWA CHINA OFFICE

by: John Clarke, President, Phoenix Consulting

ALL EYES ON CHINA

While the remainder of the world continues to grapple with the aftereffects of what may be the largest economic downturn since the 1929 great depression, many are now taking note of the position and activities of China.

China was not immune to the same economic problems and has seen an unprecedented drop in exports of 25.7 percent year on year for February, the closure of many factories with the associated layoff of thousands of laborers, and decreases in real estate values in Shenzhen and to a lesser extent in Shanghai and Beijing. In order to counter this, the Chinese government has announced a RMB 4 trillion (US\$ 584 billion) bailout package of their own to stimulate the economy with infrastructure spending and to spur domestic consumption as they look to balance their economy and partially decouple from the rest of the world.

This effort appears to be working. Bank lending in China during January doubled to RMB 1.6 trillion and follow on

lending in February with RMB 1.07 trillion. Perhaps even more encouraging is the increase on consumer spending of 15.2 percent for the first two months of 2009. Catering and hotel activity also increased 18.9 percent to RMB 301.6 billion (US\$ 44 billion). All of this occurred in an environment that also saw the China core inflation rate decrease by 1.6 percent.

What does this mean to you and your company? As I wrote in an October 2008 article, this is an excellent market to explore for marketing your products and services as part of a diversification effort. While not an easy market to penetrate or operate in, China does stand out as a country that will use its political resolve and foreign currency reserves to emerge from this economic downturn earlier than many other countries and with a more balanced and vibrant economy.

For more information on researching potential China market opportunities for your company, please contact 515.242.4741 or kathy.hill@iowalifechanging.com