

INTERNATIONAL ELECTRONIC COMPONENTS (ECLE) TRADE 2010 (JANUARY 20 – 22, 2010)

ELE TRADE 2010 is an exhibition featuring electronic components and devices. This show is an established opportunity for professionals of design, research and development, and electronic manufacturers to showcase the latest technology trends. This show has also established itself within the industry as a place to have a business discussion with serious professionals and decision makers. ELE TRADE 2010 will be expanding again to accommodate the increased exhibitors and industry visitors along with running concurrently with: InterNepCon Japan, Electrotest, Japan IC Packaging Technology Expo and Printed Wiring Boards Expo.

Companies within the following industries should consider joining us at ELE TRADE 2010: electronic components (condensers, resistors, fuses, relays, switches, etc.), semiconductors/ICS, crystal related components, connectors, EMC-noise reduction related components, sensors, various devices (displays, communication, boards, etc.), batteries, other electronic components for electronics industry.

The IDED's Tokyo office team will award the first five participating Iowa companies up to 40 hours of post show follow-up assistance at no charge to you!

To learn more about participation at the ELE Trade 2010 or any of the concurrent running shows, the assistance IDED's Tokyo office staff can offer and Export Trade Assistance Program (ETAP) funding, please contact Kathy Hill at 515.725.3141 or kathy.hill@iowalifechanging.com

VIV CHINA TRADE SHOW (OCTOBER 19 – 21, 2009)

In its role as the nation's platform on animal production and meat processing, VIV China showcases the industry's developments by the feed-to-meat concept. Feed-to-meat brings together supply and demand within the complete animal protein chain. The driver behind the chain concept is that animal feed and animal health are vital for meat quality and safety. VIV China will represent every step in the meat production process.

Five Reasons for Visiting VIV China 2009

- Beijing is the country's hub for investments in animal husbandry and meat processing
- VIV China offers an unrivalled platform for the rapidly changing Chinese meat sector
- VIV China brings together supply and demand in the complete animal protein chain
- Meet and network with suppliers in the poultry, pork, aqua and dairy business
- VIV China showcases the industry's developments within the feed-to-meat concept

The first five registered companies will be given 40 hours of follow-up assistance from IDED's office team in Beijing at no cost to you! For more information about marketing to China, participating in the trade mission or trade show, and Export Trade Assistance Program (ETAP) funding availability for this event, contact: Kathy Hill at kathy.hill@iowalifechanging.com or 515.725.3141.

CHINA SECOND TIER CITY TRADE MISSION (NOVEMBER 2009)

The International Office will organize a trade mission to China in November 2009. The focus of this mission will be some of the "second tier cities" in China and all industries are welcome to participate.

"China's second tier cities account for 54 percent of the country's imports and are growing at an average rate of 11 percent. With the middle class exploding and economic growth leading the world, China's demand for consumer products and services spans all industries and reaches into more than 260 cities with over one million people." (Source: U.S. Dept. of Commerce)

To offer you the time to focus your efforts on promoting your products and/or services, business meetings will be coordinate for you by IDED's representative office in Beijing, the China Council for the Promotion of International Trade (CCPIT) and the regional Foreign Commercial Service offices of the U.S.D.O.C. that will provide your company great opportunities and potential for fostering new business relationships.

The IDED office team in Beijing will award the first five participating Iowa companies up to 40 hours of post show follow-up assistance at no charge to you! For more information about marketing to China, participating in the trade mission or trade show and ETAP funding availability for this event, contact: Kathy Hill at kathy.hill@iowalifechanging.com or 515.725.3141.



IOWA MEAT MISSION TO JAPAN AND KOREA (FEBRUARY 2010)

Japan and Korea are two of the largest export markets for Iowa meats products, particularly pork. Japan buyers have purchased \$274 million in Iowa meat products during the first half of 2009, which is a record pace. Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork and beef. Korean buyers have purchased \$25 million in Iowa meat products during the same time period.

A special pork seminar is planned for buyers and the trade in Japan. 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. For more information contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.725.3140.

EXPO AGRO SINALOA – CULIACAN, SINALOA, MEXICO (FEBRUARY 3-6, 2010)

Expo Agro is the premier agricultural trade show in Mexico. It is organized by Fundación CAADES, A.C., an association committed to promote and develop agricultural exhibitions, and to introduce new technologies to producers. Expo Agro Sinaloa allows exhibitors to demonstrate their products, equipment, machinery and technology inside the biggest market for agricultural supplies within the country, which comprises nearly 30 percent of national market demand.

Abundant water and fertile soil make the state of Sinaloa one of Mexico's top agricultural producers. The main crops are grains and vegetables, which are used in local processing plants. The planted area of grains surpasses 350,000 hectares during the fall/winter season. Sinaloa holds first place at the national level in tons per hectare of production.

More than 500 exhibitors participate in Expo-Agro with approx. 40,000 visitors expected from 27 countries. Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.725.3143 for further details.

TRADE MISSION TO GUADALAJARA, JALISCO, MEXICO (FEBRUARY 7-11, 2010)

Mexico is the second largest single country market for Iowa exports, with nearly \$2 billion in manufactured and value added goods exports alone in 2008. Iowa exports have increased at least 20 percent in each of the last five years! Mexico is a natural market because of the tremendous receptivity it extends to U.S. suppliers. However it can be difficult to capitalize upon its full potential due to issues such as its size and diversity, legal and banking systems, regulations and standards, and language and culture.

The Mexican state of Jalisco has established itself as a main hub in the national economy and as the business centre of the western portion of the country. The state ranks number three in terms of nominal GDP. Jalisco, like many other industrial states in the country, has evolved from a mere assembler of cheap, low-quality goods into a reliable exporter of sophisticated products, from auto brake systems to laptop computers. Eighty-six percent of the population is urban, beyond the national average of 76 percent. Although its economic force is mainly concentrated in the capital, Guadalajara, the rest of the state enjoys a growing prosperity in diverse economic areas.

Guadalajara is one of the ten largest economic cities in Latin America in terms of GDP, third in Mexico just after Mexico DF and Monterrey. The geographical location of the city and its communications infrastructure makes it very favorable for commerce and trade with the rest of the country, and the city attracts investors and commerce worldwide. It has been dubbed the "Silicon Valley of Mexico" and is an agribusiness region with manufacturing industries such as footwear, apparel, processed food, furniture, chemicals, pharmaceuticals and metalworking.

One-on-one pre-qualified appointments will be arranged 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. All manufacturing industry sectors are invited to participate in this mission.

If you 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 we encourage you to apply for an Industry-Market Analysis (IMA) and Sales Associate Search (SAS) package. 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.

The subsidized fee for an IMA/SAS is \$750. Those companies who then decide to participate in the trade mission will be able to deduct the IMA fee from their mission participation fee. The IMA is prepared by our long-standing representative in Mexico who is also the trade mission coordinator. Contact Peggy Kerr at 515.725.3143 or peggy.kerr@iowalifechanging.com for additional information.

ADDRESS/CONTACT UPDATE:

For corrections or updates for receiving this newsletter, please contact Lisa Mason at 515.725.3139 or international@iowalifechanging.com

AFRICA TRADE MISSION (WINTER/SPRING 2010)

Planning is underway for a trade mission to South Africa, Egypt and perhaps Morocco. South Africa is a logical and attractive choice for companies to enter the African continent and the Indian Ocean rim countries with its macroeconomic stability and a pro-business environment. It is the most advanced, broad-based, and productive economy in Africa. Iowa exports to South Africa increased 43 percent in 2008, making it our 14th largest export destination.

Egypt is the fourth largest export market for U.S. products and services in the Middle East and a significant importer of American agricultural commodities, machinery and equipment. Iowa exports to Egypt increased 71 percent in 2008.

Morocco is one of the U.S. newer free trade partners. While Iowa exports to Morocco are small, they did increase over 100 percent in 2008.

One-on-one pre-qualified appointments will be arranged 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. All manufacturing industry sectors are invited to participate in this mission. Contact Peggy Kerr for discussion and input at peggy.kerr@iowalifechanging.com or 515.725.3143.

VIV EUROPE SHOW AND EASTERN EUROPE TRADE MISSION (APRIL 2010)

VIV Europe targets the meat and livestock industry and attracts some 22,000 visitors from 126 countries. This show is held in Utrecht, Netherlands and is a good tool to reach the growing livestock industry in eastern Europe, Russia and western Europe. Iowa companies that market livestock equipment, feed ingredients and animal genetics should consider exhibiting. A trade mission to eastern European countries — Hungary, Romania and Turkey will be adjacent to the show. Qualifying Iowa companies can use ETAP assistance for this event. Contact Mark Fischer at 515.725.3140 or mark.fischer@iowalifechanging.com for more information.

FIGAP/VIV AMERICA LATINA 2010 – GUADALAJARA, MEXICO (OCTOBER 21-23, 2010)

A State of Iowa pavilion has been reserved at the next edition of FIGAP which for the first time is a joint-venture between FIGAP, the leading animal husbandry trade show organizer in Mexico and VNU Exhibitions Europe. This new combination offers international and national companies a strong livestock business platform in Latin America's emerging market and encompasses animal production and processing from feed-to-meat.

FIGAP 2010 receives major exhibitors and manufacturers of machinery for the balanced food industry, agricultural equipment, animal health, genetics, nutrition, livestock software, grain and seed handling, storage equipment, feed ingredients and additives, pet foods, aquaculture companies, distributors of ingredients and additives, as well as transport companies, slaughtering and meat processing equipment and technology, among others.

Latin America's animal protein industry has a lot to offer for international suppliers in the feed-to-meat chain. Poultry production shows an annual increase of five percent, pig production four percent and dairy two percent. As a result, feed production is growing at an annual rate of five percent. Therefore, local livestock producers are facing many challenges. New technologies and production methods are vital to comply with the increasing consumer demand for safe and healthy food.

Contact Peggy Kerr at 515.725.3143 or peggy.kerr@iowalifechanging.com for additional information.

EDUCATIONAL OPPORTUNITIES

GLOBAL IOWA CONFERENCE

The annual Global Iowa Conference has been postponed until April 2010. More information will be available soon. Contact Lisa Mason at 515.725.3139 for more information.

GLOBAL IOWA EXPORT AWARD

Due to the conference being postponed, we have extended the nominations deadline for the Global Iowa Export Award. Nominations already submitted will automatically be held and considered, no need to resubmit. Contact Lisa Mason at international@iowalifechanging.com or 515.725.3139 to obtain a nomination form.

EDUCATIONAL EVENTS

The International Office is beginning to work on educational opportunities for next fiscal year and we would appreciate your input regarding topics that would be of interest or beneficial for your company. Please submit your suggestions to Lisa Mason at international@iowalifechanging.com or 515.725.3139.

ADDITIONAL ASSISTANCE & INFORMATION

Export Trade Assistance Program (ETAP) could add up to \$9,000 to your international marketing budget! Funds are limited! The State of Iowa offers financial assistance to qualifying Iowa companies who wish to take advantage of international trade shows and trade missions. Up to 75 percent of a company's eligible expenses, up to the maximum allowable per grant of \$3,000, may be reimbursed. If you employ less than 500 employees, of which at least 75 percent are employed within Iowa, are exhibiting in a trade show taking place outside the United States or are participating in a trade mission through the IDED, U.S. Department of Commerce or the U.S. Department of Agriculture, and will have at least one full-time employee or agent participating, you may qualify!

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ADDITIONAL ASSISTANCE & INFORMATION

Export Trade Assistance Program (ETAP)

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The application process is simple, but must be done well in advance of the event. For more information visit www.iowalifechanging.com/business/intltrade/export_finance.aspx or contact Lisa Mason at etap@iowalifechanging.com or 515.725.3139.

INDIVIDUALIZED ASSISTANCE AVAILABLE IN SELECT MARKETS:

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

Contact the International Office at 515.725.3107 or international@iowalifechanging.com to learn more.



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Moving? Or, want to list a new or additional contact? Please contact international@iowalifechanging.com or 515.725.3139 with your updates.



ARTICLE FROM THE IOWA JAPAN OFFICE

By: Norman Makino

SELLING TO JAPAN?

Anant Kamath, COO of Cellular Engineering Technologies, Inc., (CET) in Coralville has been busier since he found new customers in Japan, a new market for the company. He and his brother Jayant Kamath traveled to Japan and exhibited their products at the Iowa booth of "Bio Japan Exhibition" held on October 15-17, 2008, in Yokohama. At the event, they met a Japan-based trading house specialized in bio products. The trading house subsequently purchased CET products and continues to distribute CET products in Japan to their customers, which include laboratories, research institutes, life science education organizations and testing organizations. This trading house was not the only company

that started business with CET following the exhibition. A large biotech company also purchased CET products for their researchers, and a bio venture company that provides novel surface and cell culture products for tissue engineering began to use CET products for their research and development activities.

CET supplies a full line of non-embryonic stem cells and ancillary cells, cancer tissue and cell lines, and immunology cells from human donors. CET has uniquely developed the kits of those human cells, which have proved to be convenient tools for researchers in biotech fields.

Before the Bio Japan Exhibition and after CET exhibited their products at Iowa booths

of "Bio Chicago" in April 2006 as well as "Bio Boston" in May 2007, the Iowa Tokyo Office attempted to get potential buyers in Japan of CET products respond by asking about their interest in these unique products. Although some of the respondents indicated that they recognized the uniqueness of the products, the efforts were not a factor in the success. Clearly, the direct personal contact initiated by the Kamath brothers with potential buyers was effective in developing new business in Japan for CET.

CET's case may suggest that people who want to start business in Japan should visit Japan to meet with buyers directly and to exchange accurate information. Visiting exhibitions may provide an opportunity to do so efficiently.