

TRADE MISSION TO CULIACAN, SINALOA AND GUADALAJARA, JALISCO, MEXICO (FEBRUARY 3-10, 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, language and culture.

Culiacan is the capital of the state of Sinaloa, located in the northwestern part of the country. The primary industries in Sinaloa are agriculture, fishing, livestock breeding, commerce and industry. Products are sold locally and nationally. Agricultural products include tomatoes, beans, corn, wheat, sorghum, potatoes, soybeans, sugarcane and squash. The livestock industry produces meat, sausages, cheese and milk. The population of Culiacan is over 600,000 in the city (census of 2005), and nearly 800,000 in the municipality, making it one of the largest cities in the country.

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.

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ELE TRADE 2010 - JAPAN (JANUARY 20 – 22, 2010)

International Electronic Components trade show, ELE TRADE 2010, is an exhibition featuring electronic components and devices. This show is an established opportunity for professionals of design, R&D and electronic manufacturers to showcase the latest technology trends and has also been established within the industry as a place to have business discussions with serious professionals and decision makers.

ELE TRADE 2010 will be held at Tokyo Big Site and is 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 and other electronic components for the electronics industry.

The Iowa Department of Economic Development (IDED) Tokyo office team is waiving the fees for the first five participating Iowa companies for up to 40 hours of post show follow-up assistance! To learn more about the assistance available through IDED's Tokyo office, participation at the ELE TRADE 2010 or any of the concurrent running shows, or Export Trade Assistance funding (ETAP) please contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.725.3141.

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 promoting and developing agricultural exhibitions, and introducing 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 approximately 40,000 visitors expected from 27 countries. Industry categories include: agricultural machinery and supplies, agrochemicals, biotechnology, dairy equipment, fertilizers and chemicals, greenhouses, irrigation systems, organic production, packaging material and equipment, pumping equipment and seeds. Visit www.iowalifechanging.com/intlevents or contact Peggy Kerr at 515.725.3143 or peggy.kerr@iowalifechanging.com for further details.

ADDRESS/CONTACT UPDATE:

In an effort to save costs, we are looking at offering the newsletter and other information, via email. Therefore, please email international@iowalifechanging.com with your name, company and email address so that we can ensure we have you included! For corrections or updates for receiving this newsletter and other information, please contact Lisa Mason at 515.725.3139 or international@iowalifechanging.com.

TRADE MISSION TO CULIACAN, SINALOA AND GUADALAJARA, JALISCO, MEXICO

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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 state 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 industry sectors are invited to participate in this mission. Industry/product analysis will be conducted to determine appropriateness of each mission destination prior to finalizing participation. Visit www.iowalifechanging.com/intlevents or contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.725.3143 for additional information.

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 United States' 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 industry sectors are invited to participate in this mission. Contact Peggy Kerr for discussion and input at 515.725.3143 or peggy.kerr@iowalifechanging.com.

VIV EUROPE TRADE SHOW - UTRECHT, NETHERLANDS (APRIL 20 – 22, 2009)

VIV Europe targets the meat and livestock industry and attracts some 22,000 visitors from 126 countries. This bi-annual show is the place to be to showcase the most inspiring innovations in the animal protein industry. Experience the many aspects of the changing landscape of future farming in poultry, pigs, cattle and fish at VIV Europe.

Iowa companies that market feed ingredients, feed processing equipment, animal health, livestock equipment, animal genetics and meat processing equipment should consider exhibiting. VIV Europe is solid way to reach buyers in Western Europe and tap into the growing livestock industry in Eastern Europe and Russia. Qualifying Iowa companies can use ETAP assistance for this event. Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.725.3140 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 partnering 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 and 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.

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WHY JAPAN?

Japan is Iowa's third largest export market and the most important export market for agricultural products. Iowa companies currently doing business, or wanting to do business, in Japan should consider joining the IDED in one of the following Japan activities:

PARTNERS IN AGRICULTURE – JAPAN (APRIL 2-10, 2010)

The IDED, in partnership with the Iowa Pork Producers Association, Iowa Soybean Association, Iowa Corn Promotion Board, Iowa Beef Industry Council and Iowa Sister States will join with the U.S. Foreign Agricultural Service in Japan to commemorate the “hog lift,” and the 50th anniversary of the Iowa-Yamanashi sister state relationship. This historic event helped to open markets for U.S. goods and services and launch the agricultural cooperator programs between the United States and Japan.

Yamanashi symbolizes the success of the United States' worldwide cooperator program and our special agricultural relationship with Japan. Within this global relationship, Japan stands out as the most successful country for the market development of U.S. food and agricultural products in history. The defining moment in the Japan success story as a market was the “hog lift” in 1959, when Iowa farmers and the Foreign Agricultural Service assisted Yamanashi in rebuilding its hog industry after two typhoons hit the prefecture. Iowa farmers sent swine breeding animals and corn to feed them. This event helped to create the U.S. Grains Council, U.S. Meat Export Federation and Iowa-Yamanashi sister state relationship, the oldest such relationship in Japan.

Today, Japan is our largest export market for feed grains and pork. During the first week of April, various events will be scheduled in Japan including a seminar/trade show/reception for the meat industry, an Iowa reception featuring Iowa's products and a two day celebration in Yamanashi to commemorate the 50th Anniversary. Iowa companies exporting to Japan should consider participating in this historic event. For more information contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.725.3141.

FOODEX JAPAN – TOKYO (MARCH 2-5, 2010)

Foodex Japan is the largest food and beverage exhibition in Asia and attracts more than 90,000 buyers each year. It attracts traders, retailers, wholesalers, food processors, HRI buyers and anyone seeking food products to meet their current demands, or to allow them to offer something unique and innovative. Last year 2,400 exhibitors from 59 countries showed their products at Foodex. The major sources of buyers are Japan, Korea and Taiwan.

The US Foreign Agricultural Service (FAS) and Agricultural Trade Office (ATO) in Tokyo will launch the “Partners in Agriculture” series of events at Foodex Japan in Tokyo. The “Partners in Agriculture” event will include a seminar/press conference with important media coverage and a USA Pavilion reception for exhibitors with a trade and culinary demonstration area with Chef Ema Koeda.

IOWA MEAT TRADE MISSION – KOREA AND JAPAN (MARCH 29-APRIL 10, 2010)

Japan and Korea are two of the largest export markets for Iowa meat products, particularly pork. Japan buyers have purchased \$288 million in Iowa pork during the first seven months of 2009, which is a record pace. Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork. Korea is an important market which will grow with the refinement of the cold chain and the introduction of chilled U.S. pork.

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.

The Iowa Meat Trade Mission will be in Japan during the “Partners in Agriculture” event so meat mission participants can participate in this celebration.

OTHER INFORMATION

Subscribe to the following international newsletters and updates at www.iowalifechanging.com/subscriptions/subscription_free.aspx

International Agriculture Newsletter – China: Monthly summary of current topics affecting various aspects of China's agricultural industries, regulations, market opportunities. etc.

International Economy and Politics Brief – Mexico: Monthly update from the Iowa – Mexico Office.

International Education Newsletter: A compilation of export/import education events in Iowa and surrounding areas, webinars, technical updates, etc. that is typically sent monthly via e-mail.

Chinese Language Food Safety Web site:

The Food and Agriculture Export Alliance (FAEA), Denver, Colorado, has established a dual-language Web site, which provides Chinese officials and processors easy access to U.S. food and feed rules and regulations. Many of the laws can be searched by keyword, title or commodity.

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OTHER INFORMATION

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The free site was launched to encourage international trade and strengthen food and feed safety. The Web address is www.usfoodsafety.cn

International Trade: Exporting Alcohol Beverages:

Federal export requirements may vary depending on what product is being exported (e.g. beer, wine or distilled spirits), whether the exporter is also the producer of the product, and/or whether the product is being exported tax paid or without payment of tax. For information on exporting alcohol beverages visit www.ttb.gov/itd/exporting_alcohol.shtml

2010 Branded Program Year Launches:

Food Export Association of the Midwest announced the launch of the 2010 Branded Program year. In this adverse financial climate, the Branded Program enables Iowa suppliers to double their overseas marketing budgets to gain new customers for their products. Made possible through funds from the USDA's Foreign Agricultural Service, the cost-share service assists small suppliers promote their brand name food and agricultural products in markets outside the U.S. Once approved, participants can receive up to 50 percent cost reimbursement on certain eligible marketing and promotional endeavors such as attending international trade shows, advertising, public relationships, in-store promos, product demonstrations, product literature and more.

If you would like to learn about the Branded Program, or to see if you meet the program qualifications, please contact Lisa Mason, 515.725.3139 or visit www.brandedprogram.org.



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UNDERSTANDING TRADE COMPLIANCE

Guest Article submitted by Scott Teasdale of Quad City Port Services

This time of year many of us are looking to find ways to focus on elements which function to shape the direction of our business. We seek to identify “drivers of change” to use as tools to navigate our way. Arguably one of the strongest drivers of change for international traders today is compliance, nestled firmly under the broad umbrella of security. The events of 9/11 redefined our definitions and indelibly marked the trader with a directive to comply with the security demands of the supply chain. Compliance is an imperative for the international trader and, as you plan for the months ahead, budget the time and resources to assess compliance in your international operations.

As a freight forwarder, we will be working closely with USPPPI (both importers and exporters) to look at the totality of the information surrounding their transactions and the specific requirements for both countries of origin and destination. There currently is much dialogue on self assessment initiatives; consider what the Bureau of

Industry and Security (BIS) has in mind for compliance assessment at www.bis.doc.gov.

Speaking specifically of exporting and Automated Export System (AES) filings, we continue to work with USPPPI (exporters) on “routed” transactions. That is, those transactions where the foreign party in interest (consignee) is arranging for the transportation from your facility. Our advise to Iowa exporters is to “own” the AES entry for routed transactions. Rather than allowing another’s appointed forwarder to file on your behalf, take control of the transaction with your own resources. Foreign Trade Regulations provide for a procedure by which a letter or “writing” can be obtained from the foreign consignee to provide for control of the AES filing. The filing of electronic export information (EEI) is a matter of significant compliance and its completion should not be left to an unknown entity. Seek partnership with an organization that can file your EEI and enlist them through a power-of-attorney process.