

## **TAIWAN GOURMET SHOW AND ASIA MEAT MISSION (AUGUST 10-20, 2010)**

The Taiwan Gourmet Show is a good opportunity for Iowa companies to introduce niche meat products to the Taiwan market. The IDED will work with industry partners to host a booth and lead a trade mission to developing Asian markets. In 2009, Iowa meat exports to Taiwan, Hong Kong and China exceeded \$140 million. This region will see good growth in the future as China re-opens its door to US pork. Contact Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or call 515.725.3140 for more information.

## **MEXICAN MEAT BUYERS COMING TO IOWA (SEPTEMBER 19-24, 2010)**

The IDED is coordinating a Mexican buyers' mission with COMECARNE (Mexican Meat Council) to bring a team of Mexican meat buyers to Iowa. The team will tour meat processing plants in northwest and central Iowa. Buyers will have the opportunity for one-on-one business meetings with Iowa suppliers while in Sioux City and Des Moines.

The IDED organizes the Mexican meat buyers' mission every other year. Iowa suppliers have realized new and expanded business generated from previous buyers missions. Contact Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or call 515.725.3140 for more information.



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## **FEED INGREDIENTS BUYERS MISSION AT THE WORLD PORK EXPO (JUNE 9-10, 2010)**

That's right! We are bringing the international buyers to you! Buyers from Central America, Mexico and South America will be in Des Moines during the World Pork Expo to meet with manufacturers of ingredients such as pro-biotics, livestock feed, milk replacers, dried distillers grains and supplements. If you are interested in learning more about the buyers or participating in one-on-one business meetings with these buyers, please contact Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or Lisa Mason at [lisa.mason@iowa.gov](mailto:lisa.mason@iowa.gov) or call 515.725.3139. Registration deadline is May 26.

## **IOWA MEXICO OFFICE REPRESENTATIVE TO VISIT IOWA IN JUNE 2010**

Our representative from Iowa's office in Mexico will be in Iowa the month of June. 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. To schedule time with Jose Jimenez, our expert in the Latin America market, please contact Peggy Kerr at [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or 515.725.3143.

## **IDED CHINA REPRESENTATIVES TO VISIT IOWA IN JUNE 2010**

Representatives from Iowa's office in Beijing, China, will be in Iowa the first week of June. They plan to meet with companies at the World Pork Expo and to meet Iowa companies wanting to research, develop or expand their markets in China or planning to attend VIV Asia 2010. They are also interested in meeting with you if your company is planning on attending VIV China. If you are interested in scheduling a meeting with Mr. John Clarke and Ms. Wendy Zhang while they are here, please contact Lisa Mason at [lisa.mason@iowa.gov](mailto:lisa.mason@iowa.gov) or call 515.725.3139.

## **NASCO 2010 (JUNE 15 – 17, 2010)**

Join us at the 2010 NASCO Conference Tuesday, June 15-17, 2010 in Des Moines, Iowa, to learn about the latest developments in logistics and transportation, and take part in discussions concerning a variety of issues related to North American transportation, trade and economic development. Confirmed speakers include U.S. Secretary of Transportation Ray LaHood and leading strategic regional development visionary Michael Gallis. Visit <http://www.nascoiowa2010.com/> for more information.

### **MEXICO TRADE MISSION (OCTOBER 17-23, 2010)**

This trade mission will concentrate on two of the top three market areas of the country: Mexico City and Guadalajara and is open to ALL industries. Mexico is the second largest single country market for Iowa exports, capturing an average of 16 percent of Iowa exports the last three years. Given the magnitude of trade between the United States and Mexico, there are still abundant opportunities for USA firms in Mexico. Mexico City is one of the most important economic hubs of Latin America. Not only is Mexico City the economic, industrial and cultural center of the country, it is also the most populous city.

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.

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.

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. The deadline for IMA/SAS applications is June 1. This will ensure the research can be completed and report prepared in time for your review and a final decision regarding mission participation by August 1. For more information visit [www.iowalifechanging.com/intlevents](http://www.iowalifechanging.com/intlevents) or contact Peggy Kerr at [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or call 515.725.3143.

### **SIAL & IPA MIDDLE EAST 2010 (NOVEMBER 22-24, 2010)**

SIAL & IPA Middle East is a new food and hospitality trade exhibition serving the Middle East region taking place from November 22-24, 2010, in Abu Dhabi. With SIAL focused on the food and beverage industries, IPA is dedicated to food processing and packaging equipment. Imex Management is organizing a USA Pavilion to facilitate the participating American exhibitors' experience. SIAL & IPA Middle East 2010 welcomes exhibitors from around the world and trade buyers from the Middle East, Africa and the Indian subcontinent. At the center of the region, Abu Dhabi is regarded as the richest city in the world and a market not to be ignored. Home to over 2 billion consumers, the Greater Middle East region boasts an estimated foodservice market of \$35 billion and ranks 4th in global retail index.

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. Through the State Regional Trade Group Branded Programming.

To learn more about SIAL & IPA Middle East 2010, contact Lisa Mason at [lisa.mason@iowa.gov](mailto:lisa.mason@iowa.gov) or 515.725.3139 or Kathy Hill at [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or 515.725.3141.

If you have products or services that are used in any facet of the feed to meat chain, then VIV China 2010 and VIV Asia 2011 need to be on your trade events list.

### **VIV CHINA 2010 - BEIJING, CHINA (SEPTEMBER 6 – 8, 2010)**

VIV China 2010 will be the largest international trade show of its kind in China. China is one of the world's largest producers and consumers of animal protein, and livestock output has rapidly grown the past decade. China is the largest pork consumer and second largest poultry consumer in the world, making China the leader in global meat demand.

VIV China also attracts a significant number of buyers and suppliers active in feed milling. The outlook for continued investments in China in equipment for milling, processing, storage and handling is very positive. A new B2B event, Feedtech-Croptech China 2010, (FCC 2010). will be launched at VIV China 2010. FCC 2010 focuses on all industry segments for milling, processing, storage and handling. For more information contact Kathy Hill at 515.725.3141 or [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or e-mail [international@iowa.gov](mailto:international@iowa.gov).

### **VIV ASIA 2011 - BANGKOK, THAILAND (MARCH 9 – 11, 2011)**

VIV Asia is one of Asia's top four trade shows to showcase the feed to meat industries. The 2009 show had over 10,000 visitors from 49 countries. To enhance participation and to continue to grow the industries, new shows will be launched in conjunction with VIV Asia 2011, Feedtech-Croptech Asia 2011, Laboratory@VIV Asia 2011 and New in Town. The show organizers have also co-located VIV Asia 2011 with Aquatic Asia 2011, the brand new dedicated event for the Asia-Pacific aquaculture business. With this new initiative, VIV Asia is best positioned to bring together investors, producers and engineers who are active in all aspects for the production of feed, food and fuel.

VIV Asia 2011 is the 10th edition of VIV Asia. The aim for VIV Asia 2011 is to look ten years ahead: A selection of political, economic and social themes will form the basis for a series of visionary keynotes and product awards with a focus on animal production in Asia-Pacific over the coming ten years. For more information visit <http://www.vivasia.nl/en/Exposant.aspx> or contact Kathy Hill at [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or 515.725.3141.



## **IOWA MEAT TRADE MISSION TO JAPAN AND KOREA (FEBRUARY 2011)**

Japan and Korea are two of the most important export markets for Iowa meat suppliers. In 2009, Iowa exporters shipped \$585 million in meat products to these growing markets. High disposable income, embracement of technology, desire to improve the diet, and a growing market for high quality products creates opportunities for Iowa suppliers to increase their presence in Japan and Korea.

Japan presents niche opportunities for highly marbled, antibiotic free and storybook pork. Korea is an important market which will continue to grow with the refinement of the cold chain and introduction of chilled US pork. Acceptance of USA beef is growing as USA and Japan officials work to increase the availability of USA beef.

Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers. For more information contact Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or 515.725.3140.

## **EXPO CARNES 2011 – MONTERREY, MEXICO (MARCH 9-11, 2011)**

Expo Carnes, the largest Meat Industry International Exhibition and 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 in 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 515.725.3140 or [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or Peggy Kerr at [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or 515.725.3143 for more information on the Expo Carnes 2011 and how to make the best use of your time while there.

## **IOWA TRADE MISSION TO MONTERREY AND MEXICO CITY (MARCH 2011)**

Mexico is the second largest single country market for Iowa exports, capturing over 15 percent of the exports in 2009.

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 third largest city and ranks second overall in industrial output. Located on the principal industrial corridor connecting the US 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.

Contact Peggy Kerr at [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or 515.725.3143 or Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or 515.725.3140 for more information.

## **STATE OF IOWA – EUROPEAN OFFICE, FRANKFURT/GERMANY**

*Anke Goebel /Heike Zoellner, March 31, 2010*

In 2009, according to DOC export statistics, Europe remained a strong export destination for Iowa companies, with exports totalling over USD 1.7 billion. With regard to major individual export destinations, Germany ranked fourth (behind Canada, Mexico and Japan), followed by France (6th), the U.K. (7th) and The Netherlands (11th). Major exports to Europe included machinery manufactures, transportation equipment, computers and electronic products, chemical manufacturers, processed foods, electrical equipment appliances and parts, and plastic and rubber products.

The continued low value of the dollar against the euro certainly helped US exports on the whole, however, the economic crisis and a recently declining euro contributed to the fact that Iowa exports could not reach the peak of 2008 again.

The European sectors hit hardest by the global economic crisis included, among other, chemicals, plastics and rubber products, and motor vehicles, all showing a reduction in production capacity and reduced imports.

However, according to the February Interim Report of the European Union, there are signs of recovery, thanks to aggressive monetary and fiscal government policies. Continuously low interest rates helped recapitalize the transatlantic banking sector, such restoring more stability and confidence in global capital and equity markets. GDPs in the major European economies have picked up since the third quarter of 2009 and are expected to grow in 2010, though at a slow pace. The real estate sectors in Spain, Ireland, and Portugal remain of concern, and large government deficits in these nations and above all, Greece, require concerted action by the remaining of the 16 single euro-currency states.

In a February 2010 survey published by the European commission, executive and consumer sentiment in the 16 euro-zone countries showed the highest level since May 2008.

Growth industries in Europe in 2010 are forecast to include motor vehicles, electrical equipment, and computers and electronics. Strongest growth for 2011 is predicted again for these three sectors but also for the machinery and equipment

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## STATE OF IOWA – EUROPEAN OFFICE

*Continued from page 3*

industry. (Source: MAPI European Industrial Outlook: 2009-2010)

The United States and Europe' transatlantic relations remain strong as presented by the "Transatlantic Economy 2010" study published by the Center for Transatlantic Relations at Johns Hopkins University beginning of March 2010. Apart from being each other's most important foreign commercial market, investment ties are also strong. Against the overall investment trend, during January - September 2009, Germany's investment in the USA grew by 96 percent, despite the economic crisis, and France held relatively stable, with only one percent less investments than the previous year.

Some practical information for Iowa exporters:

- Regulations in the European Union
- New Deadline for Registration of Chemicals

The European Commission and the European Chemicals Agency (ECHA) have called 2010 "A Key Year for Chemical Registration and Notification". Most hazardous substances above one tonne per year, substances very toxic to the aquatic environment above 100 tonnes per year, or substances manufactured or imported above 1000 tonnes per year need to be registered at the European Chemicals Agency (ECHA) by November 30, 2010. Substances can be registered jointly with other manufacturers or importers. The Substance Information Exchange Forum (SIEF) provides a platform to share data among companies manufacturing the same substance and to identify a lead registrant in this group who submits the registration. While exporters to the EU cannot

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register themselves, either their importer or their nominated "Only Representative" (a company that is established in the EU and appointed by the exporter) must submit the registration dossier. For more information please visit the ECHA website at: [http://echa.europa.eu/home\\_en.asp](http://echa.europa.eu/home_en.asp)

### ARTICLE SUBMITTED BY:

*Shane Thompson, Pallet Div. President, WestWind Logistics, LLC*

Right now pallet and packaging demand is down from historical volumes, but relatively steady. Many companies are starting to see signs of recovery, but would not qualify it as strong demand. With this, the trend has been to "tighten the belt." Companies large and small are putting all commodity type goods and services up for bid, and are seeing success by doing so. Everything from pallets and packaging to logistical services and warehousing has been pressured into lower pricing in order to maintain customer bases.

As a result from this current economic environment innovation, communication, and consolidation of services between manufacturers and vendors have been forced to improve. Supply chain partners are now reaching efficiencies never seen before. A major part of this supply chain partnership is the "green initiative." Companies are focusing on reducing amount of packaging being used, reducing waste going to the landfill, and using "green" environmentally friendly packaging.

The wooden pallet, especially the recycled wooden pallet, is still one of the best solutions for all of the above. Wooden pallets are repairable, low cost, and easy to grind into mulch or boiler fuel at the end of their useful life.

For those companies that export goods, the ISPM-15 (International Standard for Phyto-sanitary Measures) program to heat treat or dose with methyl bromide continues to be extremely effective. There have been some cases of less reputable companies falsifying the "stamp" on the packaging, so make sure you are dealing with a certified supplier in good standing. Ask for a letter of certification from the company's third party inspector. If your supplier is not certified, beware. Sorting for pallets bearing a HT stamp does not guarantee they are properly treated. Inspect your HT loads and make sure they have the same stamp throughout the load.

For the latest changes with international laws regarding wood packaging, contact your pallet professional or look on the NWPCA (National Wooden Pallet & Container Association) website.