

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

The Iowa Department of Economic Development (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.

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

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

This 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. For five consecutive years, exports had increased at least 20 percent annually until the downturn in 2009. Given the magnitude of the trade between the United States and Mexico, there are still abundant opportunities for U.S. firms in Mexico. Mexico City is one of the largest financial and commercial hubs in Latin America. It is the most important economic, industrial and cultural center in the country, and the most populous city. The metro area had a GDP of \$390 billion in 2005, making Mexico City the 25th largest economy in the world. It is also ranked as the 8th richest city in the world and the richest in Latin America.

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 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. 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 prescreens 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. If you are interested in an IMA/SAS, please contact Peggy Kerr at [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or 515.725.3143 immediately as the final decision deadline regarding mission participation is August 1. For more information visit [www.iowalifechanging.com/intlevents](http://www.iowalifechanging.com/intlevents) or contact Peggy.

## **SIAL & IPA MIDDLE EAST 2010 (NOVEMBER 22-24, 2010) – ABU DHABI, UAE**

SIAL & IPA Middle East is a new food and hospitality trade exhibition serving the Middle East region scheduled to take 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; SIAL & IPA Middle East is positioned to stand out as a must-attend event. At the center of the region, Abu Dhabi is regarded as the richest city in the world

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## **SIAL & IPA MIDDLE EAST 2010 (NOVEMBER 22-24, 2010) – ABU DHABI, UAE**

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and a market not to be ignored. Despite global economic downturn, Abu Dhabi remains a booming business and tourist destination. Home to over two billion consumers, the Greater Middle East region boasts an estimated foodservice market of \$35 billion and ranks fourth in global retail index. SIAL & IPA Middle East 2010 is offering an Early Bird pricing special.

Additional Assistance for USA Pavilion Participants – Through the State Regional Trade Group Branded Programming, your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive up to 50 percent cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight. FOOD SHOW PLUS!™ SERVICES provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition. To learn more about SIAL & IPA Middle East 2010, the State Regional Branded Program and FOOD SHOW PLUS contact Food Export of the Midwest <http://www.foodexport.org> or 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 at IDDED.

If you have product 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 event 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. Considering China's ongoing rise in investments in animal production and meat processing, China is one of the world's largest producers and consumers of animal protein, and livestock output has grown rapidly in the past decade. China's average meat consumption is expected to grow more than 40 percent per capita in the next 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 2010 is set to exceed the results of past VIV China events.

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. Following the strong exhibitors and visitor's field in feed milling at VIV China, the organization decided to develop a new B2B event: Feedtech-Croptech China 2010 (FCC 2010). FCC 2010 focuses on all industry segments for milling, processing, storage and handling. FCC 2010 will be launched at VIV China 2010. You need to consider VIV China as an integral part of your marketing strategy for the feed-to-meat industry in China. For more information contact Kathy Hill at 515.725.3141 or [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or [international@iowa.gov](mailto:international@iowa.gov).

## **VIV ASIA 2011 BANGKOK (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 have been launched to attract new business and serve visitors and exhibitors even better. 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.

You will also benefit from the following activities being coordinated in conjunction with VIV Asia 2011.

To learn more, visit <http://www.vivasia.nl/en/Exposant.aspx>

Laboratory@VIV Asia 2011 focuses on:

- Animal feed safety
- Food safety including meat, egg and fish safety
- Aquatic Asia 2011
- Independent trade show
- Organized at BITEC and co-located with VIV Asia 2011
- Feedtech-Croptech Asia 2011
- Milling equipment
- Related activities for the production of feed, food and fuel

VIV Asia 2011 is the 10th edition of VIV Asia; The aim of 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 keynote addresses 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 515.725.3141 or e-mail [kathy.hill@iowa.gov](mailto:kathy.hill@iowa.gov) or [international@iowa.gov](mailto:international@iowa.gov).

## **CHINA AND TAIWAN PORK MISSION (NOVEMBER, 2010)**

China is the largest pork market in the world and was a huge buyer of US pork in 2008. As China is re-opening its doors to US pork, this mission will provide Iowa suppliers with an opportunity to see the market first hand and meet with importers and traders looking to purchase pork. Taiwan is a strong supporter of US agriculture products and is the 8th largest Iowa pork export market. The mission will introduce Iowa companies to the markets. In 2009, Iowa pork exports to Taiwan, Hong Kong and China exceeded \$117 million. This region will see good growth in the future. Contact Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or 515.725.3140 for more information.

## **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 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 US beef is growing as US and Japan officials work to increase the availability of US beef.

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

## **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 515.725.3143 or [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) 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 6-12, 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 515.725.3140 or [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) for more information.

## **OTHER INFORMATION**

### **EDUCATION NEWSLETTER AVAILABLE!**

Sign up for the International Education Newsletter, a compilation of export/import education events in Iowa and surrounding areas, webinars, technical updates, etc. typically sent monthly via email: [www.iowalifechanging.com/subscriptions/subscription\\_free.aspx](http://www.iowalifechanging.com/subscriptions/subscription_free.aspx)

### **ANOTHER CHANGE OF JAPAN'S PRIME MINISTER**

By: Norman Makino, Iowa Japan Office

The office of Japan's Prime Minister changed hands yet again. Yukio Hatoyama, who was the 15th Prime Minister over the course of the past 20 years, stepped down on June 4th only nine months after assuming office. The people had lost confidence in Hatoyama and Ichiro Ozawa, Secretary General of the Democratic Party of Japan (DPJ), due largely to their reactions to reports of inappropriate political donations and Hatoyama's comments on national security policy. The polls showed that approval of Hatoyama's cabinet had dropped to as low as 20 percent. The DPJ opted to let Hatoyama and Ozawa step down.

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**ANOTHER CHANGE OF JAPAN'S PRIME MINISTER**

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It is common for prime ministers in Japan to resign after serving only short terms. However, the prevalence of short-term administrations doesn't seem to have a significant negative impact on Japan's economy or daily life, and it doesn't appear that people in Japan have a need for a strong leader, though clear reasons for this are not known.

The DPJ elected Naoto Kan as the new Prime Minister. Polls conducted by major media show that approval of the new Cabinet is at about 65 percent. The DPJ is very pleased with the results of the polls and anticipates a solid victory in the Upper House elections on July 11. However, things may change depending on the results of the election.

**GUEST ARTICLE: EXPORTER + TIME = IMPORTER**

*By: J.M. (Mike) Abrahams, President, Phil Patterson, Corp.*

If you ship, or sell, internationally and/or have overseas sales outlets, sooner or later you will get an import shipment. Eventually someone will want to return goods, company records, equipment, or sales materials, or they will want to send you gifts or samples.

A key thing to remember is that you need to control these shipments in order to avoid unnecessary expenses and liabilities that these shipments can cause. You should have a strict "no shipments accepted without prior authorization" policy, and your overseas contacts should be made aware of this policy with written instructions.

A specific company contact person, or persons, and their contact information should be included in this policy statement. Whether in the form of a "Return Materials Authorization Request", or an "Authorization of Intended Shipment Request", your company contact should be made aware of a pending shipment and receive full details as to what is intended to be shipped, the reason for the shipment, from whom and where, and the estimated weights and measures for the intended shipment. Your company contact person can then determine, in consultation with your Customs Broker, if you want shipment, if further detailed information is needed to determine approximate Customs clearance costs and possible other government agency involvement, and the most cost/time effective method of shipment.

No matter who is actually paying for the shipping costs, you should control the method of shipment, the carrier, and the routing, in order to avoid excessive delays, storage charges, and "tear your hair out" transport experiences. There are usually one or two "best ways" to move the shipment from the shipper to your door which depend on the shipment size, nature, timeliness, and expense.

As U.S. Customs and other interested Federal agencies operate primarily on shipment documents you will also want to stress, prior to the shipments actual movement, exactly what documentation that you will require the shipper to provide along with how, when, and to whom, the documents will be transmitted.

As with a military campaign, communication, cooperation, and control, can be vital in minimizing your exposure and expense in connection with achieving your goals.

**FINANCIAL ASSISTANCE**

IDED offers qualified Iowa companies financial assistance for eligible trade shows taking place outside the United States and specific trade missions. The new fiscal year (July 1, 2010 to June 30, 2011) funds will be available for events taking place during the fiscal year. Each grant is up to \$3,000 and can be accessed two times in the fiscal year. Companies need to apply at least 30 days prior to an event. Contact Lisa Mason at [etap@iowa.gov](mailto:etap@iowa.gov) or 515.725.3139 for more information.



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*Moving? Or, want to list a new or additional contact? Please contact [international@iowa.gov](mailto:international@iowa.gov) or 515.725.3139 with your updates.*