

## **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 eighth 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. For more information visit [www.iowalifechanging.com/intlevents](http://www.iowalifechanging.com/intlevents) or contact Peggy Kerr at 515.725.3143 or [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) immediately.

## **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 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 IDED.

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.

### **CHINA PORK MISSION (DECEMBER 11-18, 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 market 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. The mission will introduce Iowa companies to the markets. In 2009, Iowa pork exports to Hong Kong and China reached \$98 million. This region will see good growth in the future. Contact Mark Fischer at 515.725.3140 or [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) for more information.

### **IOWA TRADE MISSION TO MONTERREY AND MEXICO CITY (JANUARY 30-FEBRUARY 5, 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. 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 [peggy.kerr@iowa.gov](mailto:peggy.kerr@iowa.gov) or 515.725.3143 immediately.

For additional details regarding the trade mission, please contact Peggy Kerr or Mark Fischer at [mark.fischer@iowa.gov](mailto:mark.fischer@iowa.gov) or 515.725.3140.

### **EXPO CARNES 2011 – MONTERREY, MEXICO (FEBRUARY 2-4, 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 to participate in this event. 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 MEAT TRADE MISSION TO JAPAN (APRIL 2-9, 2011)**

Japan is the most important export market for Iowa meat suppliers. In 2009, Iowa exporters shipped \$523 million in meat products to Japan. 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. Japan also presents niche opportunities for highly marbled, antibiotic free and storybook pork. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers.

A special pork seminar is planned in Japan for meat buyers. Iowa participants may also want to exhibit or visit the Japan Meat Fair, being held in Tokyo, April 6-8. Exhibition space is separate from the trade mission and will require exporter incurred costs. Contact us if you are interesting in show details. For more information contact Mark Fischer at 515.725.3140 or [mark.fischer@iowa.gov](mailto:mark.fischer@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

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).

- 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

## OTHER INFORMATION

### ACCESSAMERICA

“走进美国” (AccessAmerica) is the U.S. Department of Commerce's online Chinese-language directory of U.S. firms that provides customized services to Chinese companies that want to conduct business in the U.S., including finding partners and setting up offices. It is promoted extensively throughout China in cooperation with our State and other partners. All U.S. states are invited to partner with AccessAmerica to facilitate service exports and inward investment. AccessAmerica is featured on the U.S. Embassy Chinese webpage which has 100,000 hits per month; and it is featured at Invest in America programs in the U.S. and China. Your listing will include company information, company logo, and contact details, all translated into Chinese, for a one-year subscription fee of \$400. Increase your visibility in China and boost your PRC client base. For more information, contact [julie.carducci@mail.doc.gov](mailto:julie.carducci@mail.doc.gov) or visit <http://www.buyusa.gov/china/en>.

### CENTRALLIA 2010: CONNECTING YOUR BUSINESS TO OPPORTUNITY WORLDWIDE

Centrallia 2010 is a global business to business (B2B) forum for small and medium-sized enterprises (SMEs) that will be hosted in Winnipeg, Canada, October 20-22, 2010. This event will bring together more than 600 SMEs from around the world. At the core of the concept of this forum are a series of 30 minute, pre-programmed, one-on-one meetings that allow businesses to quickly connect and find ground for common opportunity. It is an intense, yet friendly and cooperative environment that allows delegates to meet with up to 14 potential trade partners over two days. Further opportunities to meet and network are abundant through Centrallia's tradeshow and social events.

Centrallia is simply the most efficient, cost-effective way to meet, in one single event, business partners not only from all across Canada, the United States, and the NAFTA region but also hundreds of companies coming from international markets. You must be there!

Centrallia is for businesses looking to:

- Strengthen global market position
- Develop new export markets or grow an international clientele
- Explore new trade and investment opportunities
- Establish alliances with international market leaders
- Meet with trade and investment experts from around the world

To register online: <http://www.centrallia.com/register.html>. For the latest Centrallia news and for contact information visit <http://www.centrallia.com>.

**HOW CAN I HELP MY DISTRIBUTOR, FRANCHISEE, CUSTOMER, ETC. GET A VISA INTO THE U.S.?**

The International Trade Office of the Iowa Department of Economic Development is frequently contacted by businesses requesting assistance in securing visas for their international visitors. We are asked to contact a country visa officer on behalf of a business, write a letter of invitation, expedite a visa interview date, etc. Unfortunately, we cannot provide this service. To help you and your guest(s) understand the visa process, advise them on the visa process, or understand why the U.S. Visa Officer may decline a visa request, please review the U.S. Department of State's web link. [http://travel.state.gov/visa/visa\\_1750.html](http://travel.state.gov/visa/visa_1750.html)

**DO YOU KNOW THE ROLE BEHIND ALL THE ACRONYMS AND ABBREVIATIONS OF THE INTERNATIONAL INDUSTRY?**

*Article by: Melinda Dunsmoor of Active Link Logistics, LLC*

After working in the transportation and documentation end of the international trade for so long, many times I am asked, "do you know a second language?" My response is "English is the universal language of the world". BUT, many times I would like to respond, the international industry brings to the table a language of its own-acronyms and abbreviations. At the request of a newcomer, the next few paragraphs will outline some of the most basic but important acronyms and abbreviations in the international transaction.

The first step is to become familiar with all the resources of international industry information and understand the role of each group. Resources can be found at the Federal, State or local level. For example, the IDED (Iowa Department of Economic Development) is a great Iowa Government sponsored source for any company looking to seek details about marketing their product overseas. All local chamber of commerce offices, such as GDMP (Greater Des Moines Partnership), can provide local details about their local markets and provide a great forum for networking. ITI-(International Traders of Iowa) is a voluntary nonprofit organization in the local Des Moines area comprised of exporters, importers, transportation companies, banks, freight forwarders, Customs house brokers, etc, or anyone interested in the international industry.

On the Federal level, CBP, US Customs and Border Protection is in charge of regulating international trade. They enforce the US Regulations for imports. The FMC, or Federal Maritime Commission, regulates ocean-borne transportation in the foreign commerce of the US. It regulates shipping lines, marine terminal operators, and ocean transportation intermediaries (OTI). OTI includes FF (freight forwarder) and NVOCC (non vessel operating common carrier) both of which are licensed, bonded, and regulated. The FF is considered the "travel agent" of freight which coordinates all facets of the international transaction through transportation and documentation, and the NVOCC is a retailer of a steamship carrier's space. The NVOCC doesn't own any of the vessels; they are considered a sales extension of ocean carriers. If a company ships by air, IATA, or International Air Transport Association, an international industry trade group based in Montreal, Canada, represents 230 airlines, leads and serves the airline industry. They define the rules distributing goods via air transport and are self regulated.

A freight forwarding company can include air, custom house brokerage (CHB) or an NVOCC as part of their services. The role for the forwarder is to act on behalf of the exporter/importer. They can obtain costs related to freight charges, special documents, handling fees, port charges, and insurance cost, if needed. They prepare the OBL (ocean bill of lading) or AWB (airway bill) and file AES. They are familiar with all the documents required for foreign trade. Choosing the right forwarder can be as simple as recognizing how their services can interconnect with the exporter/importer's business. Experience and expertise are some key factors when choosing a freight forwarder. Many times, they can help enhance the bottom line.

There are many more international shipping terms with endless combinations but I have decided to keep the scope limited to a brief introduction.

The above gives a newcomer a chance to digest some of the basic, but fundamentally important, acronyms and abbreviations in the industry, starting with the resources available and a brief overview of documentation and transportation terminology. My advice to anyone, new or experienced, in this industry is-continue to ask questions. There is no one source for all the answers, but there are many professionals out there with a great knowledge base that can answer questions and help find answers. And with that I hope that you will continue to add to your second language of acronyms and abbreviations!

## **EUROPE - A DIVERSE MARKET PLACE**

*By Anke Goebel, Director, State of Iowa - European Office, Frankfurt /Germany*

The State of Iowa's European Office, founded in Frankfurt Germany in 1977, promotes commercial relations between Iowa and Europe.

With 27 member countries and 495 million inhabitants, the European Union (EU) alone covers a large part of Europe. It is less than half the geographic size of the United States, but its population is over fifty percent larger, and Croatia, Turkey and the Former Yugoslav Republic of Macedonia have also applied for EU membership. In fact, the EU population is the world's third largest after China and India.

While this is still only seven percent of the world's population, the EU's trade with the rest of the world accounts for approximately 20 percent of global exports and imports. Worldwide, the EU is the number one exporter and the second biggest importer. The United States is its most important trading partner, followed by China. <sup>1</sup>

<sup>1</sup> [http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)

The EU's gross domestic product (GDP) has been steadily growing and following the entry of new member states in 2004, has since been greater than that of the United States. <sup>2</sup>

<sup>2</sup> [http://europa.eu/abc/keyfigures/tradeandeconomy/production/index\\_en.htm#chart27](http://europa.eu/abc/keyfigures/tradeandeconomy/production/index_en.htm#chart27)

Sixteen member states of the EU use the single currency, i.e., the EURO: Belgium, Germany, Ireland, Greece, Spain, France, Italy, Cyprus, Luxembourg, Malta, the Netherlands, Austria, Portugal, Slovenia, Slovakia, and Finland - which makes travel and trade in those states not only easier, but it has also led to the recent issues with sovereign debt, which could only be overcome by the rapidly created, EUR 750 billion (\$945 billion) European rescue package of loans and loan guarantees (to expire by 2013) and the implementation of austerity programs to work off deficits. This, above all, concerns the government in Greece, but also those in Spain, Portugal, and Ireland, and the non euro-zone countries Hungary and the UK (the countries that do not currently use the EURO are: Bulgaria, the Czech Republic, Denmark, Estonia, Latvia, Lithuania, Hungary, Poland, Romania, Sweden, and the United Kingdom). <sup>3</sup>

<sup>3</sup> [www.ecb.europa.eu/euro/intro/html/map.en.html](http://www.ecb.europa.eu/euro/intro/html/map.en.html)

In order to avert or at least mitigate future problems, German Chancellor Angela Merkel, leader of the center-right Christian Democrats (CDU), is seeking to establish binding rules that would cause euro-zone members to keep their budgets under control. A set of insolvency rules is being prepared which will require the signing of the agreement by all countries in the euro zone. Private investors would bear some of the financial burden, but affected countries would be forced to give up some sovereignty. <sup>4</sup>

<sup>4</sup> [www.spiegel.de/international/europe/0,1518,705959,00.html](http://www.spiegel.de/international/europe/0,1518,705959,00.html)

Another European association, apart from the EU, is the European Free Trade Association (EFTA), which celebrates its 50th anniversary this year. The EFTA is an intergovernmental organization set up for the promotion of free trade and economic integration to the benefit of its -initially seven, but by today only four remaining- Member States, i.e., Iceland, Liechtenstein, Norway and Switzerland. The Association manages, among other aspects, the European Economic Area (EEA) Agreement (EFTA - EU relations), which enables three of the four EFTA member states (i.e., Iceland, Liechtenstein and Norway) to participate in the EU's Internal Market. The EFTA was established as an economic counterbalance to the more politically driven EEC (which later became the EC and is now the EU). In recent years, the EFTA network of free trade agreements has reached across the Atlantic as well as into Asia. <sup>5</sup>

<sup>5</sup> [www.efta.int](http://www.efta.int)

Owing to their individual languages, and unique historical and cultural developments, each country in Europe, despite any harmonization efforts, still presents its own characteristics and market potential.

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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.*