

International Update

November/December 2004

FOOD SOYBEAN MISSION TO JAPAN (February 12 - 19, 2005)

The eighth annual Food Soybean Mission to Japan is designed to be multi-purposed. One-on-one meetings of Iowa food soybean exporters, soy ingredient manufacturers, and dry bean exporters with Japanese importers, distributors and end-users will be one component of the mission. Additional meetings will be arranged with U.S. Embassy personnel, US commodity groups in Japan and the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) to learn about the latest Japanese rules and regulations in the food industry. A luncheon will be held with the leaders of the oil crushing industry to learn about their desired needs. The Iowa delegation will also host a food soybean educational seminar for those using soybeans in the Japanese food industry. Iowa food soybean exporters, Iowa soy ingredient manufacturers, Iowa dry bean exporters and those thinking about exporting to Japan in these three areas are invited to participate. ETAP funding up to \$2500 is available to those Iowa companies that qualify. Companies interested should contact Dick Vegors (dick.vegors@iowalifechanging.com) at 515.242.4796.

FOODEX JAPAN 2005 (March 8 - 11, 2005)

Asia's largest food and beverage trade show will attract more than 100,000 professional visitors from 75 countries to Tokyo, Japan. Iowa food companies are invited to exhibit in the Iowa section of the USA pavilion. This year there will be an organic section added to the USA Pavilion. Sales and procurement managers, owners, and chefs from supermarket chains, foodservice, wholesalers, trading firms and importers attend this premier food show. *Japan purchased \$42 billion in food imports in 2002.* Contact Mark Fischer (mark.fischer@iowalifechanging.com) at 515.242.4760 for more information

FOOD & HOTEL KOREA (March 16 - 18, 2005)

Iowa food companies are invited to leverage their marketing and travel dollars by exhibiting at this targeted food show in Seoul, Korea after attending Foodex Japan. Korea is a fast growing market for U.S. meat and food products. Food and Hotel Korea attracts a screened audience of importers, distributors and food buyers. This is a good show to introduce or check out the potential for your food products. Iowa companies may qualify for ETAP funding. Contact Mark Fischer (mark.fischer@iowalifechanging.com) at 515.242.4760.

MEXICO TRADE MISSION (April 3 - 9, 2005)

Mexico offers enormous market opportunities and is the second largest destination for Iowa's exports. In 2003, 13 percent of Iowa exports were destined for Mexico, a 69 percent increase over 2002 and three times the exports to the rest of Latin America. 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 Iowa Department of Economic Development (IDED) can assist in conquering these barriers.

This mission will feature ALL Iowa exports - manufactured products, grains, meat, value added food and other products. Participants will have an opportunity to visit two distinct areas of the country with the entire group visiting Monterrey and then proceeding to either Mexico City or the northern part of the country (Hermosillo, Sonora and possibly Chihuahua). Grain merchandisers will focus on northern Mexico while meat companies will concentrate on Mexico City. Manufacturers will select a predetermined itinerary depending upon market opportunities or interests. 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. Again, ALL industry sectors are invited to participate in this mission.

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 U.S. with Mexico's interior, it is home to the largest conglomerates and heavy industry, and is also a primary distribution and agricultural center. The state of Sonora is the second largest state in Mexico with much of its economy based upon agriculture and livestock with a growing industrial base.

For additional information, contact the appropriate marketing manager:

Grain merchandisers contact Dick Vegors (dick.vegors@iowalifechanging.com) 515.242.4796

Meat companies contact Mark Fischer (mark.fischer@iowalifechanging.com) 515.242.4760

Manufacturers contact Peggy Kerr (peggy.kerr@iowalifechanging.com) 515.242.4745

CHINA TRADE MISSION (Spring 2005)

Join the growing number of Iowa companies expanding their markets into China. As Iowa's tenth largest export market, opportunities continue to present themselves for Iowa's products and services. With China's growing middle class and its accession into the WTO, China offers Iowa companies untapped market potential. IDED will organize and host a mission showcasing Iowa's vast product and service potential through one-on-one business meetings designed to help you assess business opportunities, locate strategic alliance partners, conduct market research or identify end users. The mission is tentatively planned for the first week of June and will include stops in Beijing, Hebei - Iowa's sister state, Tianjin and a third stop that will be announced as plans move forward. Please contact Kathy Hill (k.hill@iowalifechanging.com) at 515.242.4741 for more information.

EDUCATIONAL EVENTS

International Traders of Iowa – International Scams (November 16, 2004)

Have you ever received a "Nigerian Letter" - who hasn't? Come listen to words of wisdom from our State's Attorney General Office - Bob Brammer will focus on several variations of scams that may be entering your place of business. For more information or to register, please visit www.iowatraders.com.

Business Basics: Understanding Trademark Law (November 18, 2004)

If you're a business owner, CEO or marketing professional who doesn't quite know the difference between TM, SM, a.m. and p.m. or could use some more detailed information, then join the attorneys of McKee, Voorhees & Sease, P.L.C. for a complimentary seminar. "Business Basics: Understanding Trademark Law" is designed to help business people better understand trademark use and the importance of protecting your corporate identity.

"Business Basics: Understanding Trademark Law" will be offered Thursday, November 18 from 1-4 p.m. at the Holiday Inn Express in Coralville, next to the Coral Ridge Mall on 25th Street. While there is no cost to attend either seminar, registration is required and seating is limited. To register by November 10, log on to <http://www.ipmvs.com/seminars> or call 515.288.0606 x 284.

International Business Training (IBT) provides a series of one-day seminars designed to give you and your staff intensive training on a variety of international trade topics. Small class sizes guarantee two-way communication between the instructor and attendees. Every seminar is

taught by a qualified and experienced instructor who fully understands the subject matter and knows how to share that knowledge with attendees.

- Audit Compliance Focused Assessment Seminar
- Export Documentation & Procedures Seminar
- Import Documentation Seminar
- International Logistics: Ocean & Air Transportation Seminar
- Letters of Credit and Alternative International Payment Methods Seminar
- NAFTA Rules of Origin Seminar
- Tariff Classification: Using the Harmonized Tariff Schedule Seminar

To register for a seminar, call IBT at 1.800.641.0920.

OTHER INFORMATION

The United States Department of Agriculture, Foreign Agriculture Service (USDA/FAS) is recruiting for the USA Pavilion at the Canadian Food & Beverage Show. This is the largest foodservice trade show in Canada and is being held February 20 - 21, 2005 at the International Center in Toronto. This annual show draws approximately 10,000 visitors. Canada is the top market for U.S. consumer food products and one that has been growing steadily over the past 10 years. The exhibition fee of \$2925 includes a furnished booth and access for your products to cooking demonstrations that have become very popular over the past several years. Once again, Chef Randal Myers, a prominent local area chef will prepare dishes using products on display in the pavilion. As an exhibitor in the USA Pavilion, your products can be featured in these demonstrations that take place throughout the three days of the show. Additionally, USA pavilion exhibitors will be invited to attend a market briefing as part of the pavilion package. If you have any questions regarding the exhibiting in the USA Pavilion, contact Marilyn Bailey in the USDA/FAS office at the U.S. Embassy, Ottawa at -- telephone 613.688.5266, fax 613.688.3124 or e-mail marilyn.bailey@usda.gov. Register before December 6 to have your company information included in the official show guide!