**JANUARY/FEBRUARY 2005**

**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 it's full potential due to issues such as its size and diversity, legal and banking systems, regulations and standards, and language and culture. 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 with the meat producers concentrating on Mexico City. Manufacturers will select an 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 thirdpolitical 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](mailto:dick.vegors@iowalifechanging.com) at 515.242.4796

Meat companies – contact [Mark Fischer](mailto:mark.fischer@iowalifechanging.com) at 515.242.4760

Manufacturers – contact [Peggy Kerr](mailto:peggy.kerr@iowalifechanging.com) at 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  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](mailto:kathy.hill@iowalifechanging.com) at 515.242.4741 for more information

**2005 Food Marketing Institute – Chicago, IL (May 1 – 3, 2005)**

The IDED is planning to host an Iowa pavilion at the 2005 Food Marketing Institute (FMI) Show, May 1-3, 2005, at McCormick Place in Chicago, IL. The Iowa pavilion will be located in the U.S. Food Export Show Case, which is a prime area, four rows from the front entrance, across from the Miller Beer Pavilion. All booth space and rental fees will be 50 percent reimbursable through MIATCO’s Branded Program.

This show will be more than a trade show. Seminars and workshops will explore the trends and issues facing the retail industry in the years ahead. FMI will show you what retailers and wholesalers are doing all around the world in product development and promotion. There will also be three other shows running concurrently, All Things Organic Show, The Spring NASFT Fancy Food Show and the UFFVA Produce Expo and Conference. This will be the greatest opportunity to meet and network with other manufacturers, co-packers, wholesalers and ultimately retailers in the industry that are looking for products like yours.

For more information please contact [Jennifer Porter](mailto:%20jennifer.porter@iowalifechanging.com) at 515.242.4871.

**2005 Annual BIO International Meeting & Convention – Philadelphia, PA**

**(June 19-22, 2005)**

The State of Iowa will again be a major sponsor of the Biotechnology Industry Organization (BIO) International Meeting and Exhibition to be held in Philadelphia, PA, June 19-22, 2005. We invite you to join us as a co-sponsor of this important event. Through focused sponsorship plans during the past six years, the State of Iowa, our universities and colleges, communities, and businesses have been working to position Iowa at the forefront of the emerging biosciences industry. Our growing presence at this annual conference is making a difference.

BIO is the world’s largest organization representing and serving the biotechnology industry. BIO’s International Meeting and Exhibition is the largest international gathering of the biotechnology industry.

If you are interested in exhibiting in the BIO – Iowa Pavilion, please contact [Kanan Kappelman](mailto:kanan.kappelman@iowalifechanging.com) at 515.242.4892.

**OTHER INFORMATION**

# Individual Assistance

One-on-one export counseling is readily available from our staff who combined have over 100 years international experience (including private-sector), providing Iowa businesses with invaluable resources to identify such issues as product suitability, best markets, appropriate trade shows, qualified contacts, distribution channels, trade barriers, export requirements, logistics, documentation and so on. Our foreign offices and representatives support Iowa companies in identification of prospective business partners. They can perform essential introductions and arrange business appointments with potential customers, agents and distributors. And they conduct product specific research, pre- and post-show trade show promotion and provide follow-up assistance. Contact the [International Office](mailto:%20international@iowalifechanging.com) at 515.242.4743 for more information.

**Export Trade Assistance Program (ETAP)**

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through ETAP, the Iowa Department of Economic Development will reimburse a qualified company, up to 75 percent of their eligible expenses, up to $2,500 per pre-approved event. ETAP assistance can be utilized up to three times during the state fiscal year (July 1 - June 30). For more information, contact [Lisa Mason](mailto:%20etap@iowalifechanging.com) at 515.242.4883.

**Financial Assistance – Product Eligibility Expanded**The Mid-American International Agri-Trade Council (MIATCO) is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. MIATCO’s Branded Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in international markets. Participating companies receive **50 percent cost reimbursement** for a wide variety of eligible international marketing and promotional activities, including marketing, point-of-sale, U.S. and foreign trade shows, demonstrations/seminars, part-time contractors, package and label modifications, advertising, and public relations.

**MIATCO**

The Mid-American International Agri-Trade Council (MIATCO) is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. MIATCO, in conjunction with its member states, provides a wide range of services to facilitate trade between local food companies and importers around the world. These services include: export promotion, customized export assistance, and a cost-share funding program.

MIATCO’s Branding Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in international markets. Participating companies receive 50 percent cost reimbursement for a wide variety of eligible international marketing and promotional activities. For more information, contact [Jennifer Porter](mailto:%20jennifer.porter@iowalifechanging.com) at 515.242.4871.

**Review complete company and product eligibility information** at [www.brandedprogram.org](http://www.brandedprogram.org) to see if you can take advantage of this excellent source of financial assistance and expertise.  Companies must be defined as "small" by the U.S. Small Business Administration (SBA).  Eligible value-added agricultural products include:

* **Food ingredients**
* **Consumer food products**
* **Foodservice products**
* **Diversified products** (non-durable and agriculturally based products, i.e., cosmetics, soy lubricants)
* **Feed ingredients** (does not include minerals)
* **Wood products** (examples include posts, frames, pallets, crates, casks, barrels, tool handles, broom bodies and handles, wood panels, windows, doors, tableware and log homes)

Products must contain at least 50 percent U.S. agricultural content.  The U.S. content of food and agricultural products is determined by the percentage of finished product (measured by weight) that originates in the United States, excluding water or packaging.

MIATCO, in conjunction with its member states, provides a wide range of services to facilitate trade between local food companies and importers around the world. These services include: export promotion, customized export assistance, and this cost-share funding program.  Additional details are available at [www.miatco.org](http://www.miatco.org).

For more information, contact [Jennifer Porter](mailto:%20jennifer.porter@iowalifechanging.com) at 515.242.4871 or [Michelle Rogowski](mailto:mrogowsk@miatco.org).

**Foreign Trade Barriers**

The Trade Compliance Center (TCC) of the U.S. Department of Commerce offers assistance for U.S. companies that have encountered a foreign trade barrier limiting their ability to sell overseas.

Below are some examples of common trade barriers the TCC can assist companies with:

\* Standards, testing, labeling, or certification requirements

\* Tariffs or customs valuations

\* Foreign government procurement contracting

\* Licensing fees

\* Rules of origin

\* Intellectual property, trade mark or patent infringements

For more information, contact the TCC at 202.482.1191 or visit their web site at <http://www.export.gov/tcc/>.

**Strategy Targeting Organized Piracy**

The U.S. Department of Commerce has developed a new government wide initiative called STOP (Strategy Targeting Organized Piracy) designed to protect American businesses and their products from trade in counterfeit and pirated goods. You can visit the new DOC website <www.stopfakes.gov> for more information.

**China Business Information Center**

The U. S. Department of Commerce, International Trade Administration (ITA) has recently established the China Business Information Center (China BIC), a comprehensive resource for small and medium-sized businesses that are interested in or are already doing business in China. The China BIC consists of an extensive website and a call center staffed by trade specialists. The China BIC website features country-specific information, key industry information, exporting steps and tips, leads, trade events, do’s and don’ts, and other tools you can use to succeed in China. The call center staff can offer more detailed information on specific questions. Access the China BIC website via [www.export.gov/china](http://www.export.gov/china) or by contacting one of our International Trade Specialists directly at 1.800.USA.TRADE with your specific questions about doing business in China.

**Read Commercial News USA online at** – [www.export.gov/cnusa](http://www.export.gov/cnusa)