

# International Update



## **BALTICS AND RUSSIAN TRADE MISSION - LITHUANIA, ESTONIA, LATVIA AND FINLAND (JUNE 3 - 12, 2003)**



Designed for an experienced exporter, which has the desire to capture a virtually untouched market, the Baltics mission will allow you to gain access to a region that has incredible market growth potential. Now is the time to establish your contacts and acquire market share in the region. Lithuania, Estonia and Latvia have been tapped as entrants into the EU by 2004. This means increased ease of doing business with the region and increased investment into the region. Finland is an open economy with about 40 percent of its GDP is a result of trade. Its proximity and history also provides many opportunities in trading with Russia and the former Soviet countries. Join your Iowa colleagues for individualized appointments in each market to gain market share in the region. Financial assistance is available while funds last. Contact Kelly Halsted ([kelly.halsted@ided.state.ia.us](mailto:kelly.halsted@ided.state.ia.us)) at 515.242.4713.

### **Legend:**



Manufacturing



Food



Grain



Meat

## **Calendar**



### **VALUE-ADDED FOODS STATE PROCUREMENT SEMINAR - MARION, IA (APRIL 24, 2003)**



This state food procurement and business-networking seminar is for any food company interested in doing business with the state. Topics to be discussed will include the procurement process (how contracts are awarded, getting stocked in the warehouse), the competitive bid process and which food products are purchased by state agencies. No registration. A registration form is also available on the web site at [www.atasteofiowa.org](http://www.atasteofiowa.org). For more information, please contact Dionne Makila ([atasteofiowa@ided.state.ia.us](mailto:atasteofiowa@ided.state.ia.us)) at 515.242.4751.



### **NATIONAL ASSOCIATION OF SPECIALTY FOOD TRADERS (NASFT) FANCY FOOD SHOW AND TRADE MISSION - CHICAGO, IL (MAY 4 - 6, 2003)**



A Taste of Iowa® is sponsoring an Iowa pavilion at the Spring NASFT Fancy Food Show. The pavilion includes five Iowa companies interested in the specialty food industry in the Midwestern region. A trade mission to this event is also scheduled. Ten Iowa companies will be on the mission to walk the show to network and gain trade leads. For more information on the show or the mission, contact Jennifer Porter ([jennifer.porter@ided.state.ia.us](mailto:jennifer.porter@ided.state.ia.us)) at 515.242.4871.



### **INTERNATIONAL BUSINESS WORKSHOPS (MAY 20, 21, & 22, 2003)**



In conjunction with World Trade Month, the International Office will be visiting Iowa communities in May to discuss resources and assistance the state can provide to Iowa businesses involved in or interested in exporting. Roundtable discussions, one of the segments during this half-day workshop, will serve as an excellent forum to discuss current international exporting issues and to meet with the state of Iowa's international office foreign office staff and representatives. Both new-to-export and experienced exporters are strongly encouraged to attend. For more information contact Kanan Kappelman at 515.242.4892. The annual Governor's Export Awards will be awarded at a conference tentatively scheduled for November 2003.



### **ELK VELVET BUYERS MISSION (MAY 28 - 30, 2003)**

Mr. Jimmy Chu, Iowa's contractor from Hong Kong, will be bringing seven buyers from China to Iowa and the Midwest for the express purpose of buying Elk Velvet. Meetings have been scheduled in Iowa for May 29-30, 2003 to meet with Iowa Breeders and to buy all the Elk Velvet available at that time. It is hoped that this mission will nurture return trips by these buyers and establish an annual event. For more information please contact Dennis Leland at 515.242.4763.



Department of  
Economic Development

# **IOWA**

SMART IDEA™



## ALIMENTARIA FOOD & BEVERAGE SHOW - MEXICO (JUNE 3 - 6, 2003)



Mexico City will become the world forum of food and beverages at Alimentaria Mexico, 2003. Despite economic slowdown around the world, Mexico has continued to post growth in each of the past three years. Mexico is Latin America's largest economy and ranks 10 in international trade. Mexico is the USA's second largest trading partner and the US ranks first in food imports to Mexico. An added feature to the Alimentaria show will be the presence of Mr. Pedro Alvarez. Mr. Alvarez is the Chairman and CEO of Alimport, Cuba's governmental import agency. Mr. Alvarez will be using his visit to meet with US companies who participated in Havana in September as well as make new contacts. For more information or to become a part of this trade show, please contact Dennis Leland at 515.242.4763.



## IOWA ELEVATOR GRAIN MERCHANDISER MISSION - MEXICO (JUNE 15 - 22, 2003)

Iowa grain elevators and industry representatives will have one-on-one meetings and industry tours in Guadalajara and Veracruz, Mexico. While in Guadalajara, Anfaca will make a presentation on grain purchasing for the benefit of the Iowa participants. While in Veracruz, participants will visit port facilities and meet with government officials. For more information, contact Dick Vegors at 515.242.4796.



## ANUGA - COLOGNE, GERMANY (OCTOBER 11 - 15, 2003)



Anuga in Cologne will again be the top event for the world's food and beverage industry decision makers. Anuga is the most important trade fair worldwide for introducing new products, taking orders, and gathering information. The 2001 edition of Anuga attracted 164,000 visitors from 148 countries in the five days of the fair. Exhibiting at Anuga 2003 can substitute for several weeks of round-the-world travel to meet with your actual and potential customers. Of the 172 U.S. exhibitors at the previous Anuga, 123 companies participated in the USA Pavilion, exhibiting a wide variety of ingredients, processed foods, and beverages. Exhibitors in the USA Pavilion benefit from the general publicity that this large and attractive pavilion receives. For more information or to be and exhibitor at Anuga 2003, contact Dennis Leland at 515.242.4763.

## ***OTHER INFORMATION***

### **Export Conference - Collins Plaza, Cedar Rapids on June 24, 2003**

We are pleased that the U.S. Census Bureau has selected Cedar Rapids, Iowa, as one of only eight sites in the United States to hold this must-attend conference. Eight international trade specialists from the Foreign Trade Division of the U.S. Census Bureau, the Bureau of Industry and Security, the Office of Foreign Assets Control, the Office of Defense Trade Controls and the Outbound Enforcement Team will be in Cedar Rapids to present an all-day conference on export regulations and the Automated Export System (AES). These five key U.S. Government agencies have vital information designed to inform exporters, freight forwarders, customs house brokers, carriers and others who are involved in the export process. Please contact Kanan Kappelman at 515.242.4892 for more information.

### **China's CCC Mark: A Guide for U.S. Exporters**

The government of China has introduced a new safety license system which requires manufacturers in 132 product categories to obtain the China Compulsory Certification (CCC) mark before exporting to or selling in the China market. The new system, implemented on May 1, 2002 and fully effective on May 1, 2003, will impact many U.S. exporters, across a wide range of manufacturing sectors. Products not meeting CCC requirements may be held at the border by Chinese Customs and will be subject to other penalties. This guide lists the five steps required to obtain the CCC Mark: 1) determine whether your products require CCC marking; 2) get the implementing regulations; 3) consider your options for applying; 4) apply; and 5) note other Chinese licensing requirements. For more information, contact Timothy Wineland of the Commerce Department's Office of the Chinese Economic Area (phone: 202.482.5316; fax: 202.482.1576; e-mail: Timothy\_Wineland@ita.doc.gov) or visit the web site at [www.mac.doc.gov/China/Docs/BusinessGuides/cccguid.htm](http://www.mac.doc.gov/China/Docs/BusinessGuides/cccguid.htm)

**Global Trade & Technology Network (GTN)** is a U.S. Agency for International Development (USAID) program implemented through a cooperative agreement by the International Executive Service Corps (IESC). GTN's objective is to promote economic growth in developing countries through trade, investment, and technology transfer. GTN offers several programs and a network of Trade Specialists in 39 countries to help companies with their international trade transactions. GTN assist small- and medium-sized enterprises to build trade linkages, identify investment opportunities, and access technologies. Their service is free of charge. Visit [www.usgtn.net](http://www.usgtn.net) for more information.